



## Marketing Associate

At **Children's Health Council (CHC)**, we've been helping children, teens and families for 60 years. Our Center, two schools and a Community Clinic, serve families in the Silicon Valley as well as the greater San Francisco Bay Area. Our areas of expertise include learning differences, anxiety and depression, ADHD and Autism. We also provide excellent parent education services and parent consultations.

At CHC, we uncover a world of promise and potential in every child. Using a personalized approach, we help your children become happier, more resilient and more successful. Our employees are encouraged to bring their ideas, experiences and perspectives, gleaned from their varied backgrounds, to the workplace. We strive to create an environment in which all employees can contribute to their fullest potential to make an impact in the lives of the children we help.

### MARKETING ASSOCIATE

#### Job Summary:

As a member of the Marketing team, the Marketing Associate will work under the supervision of the Director, Marketing and Communications and in collaboration with other members of the Marketing team to support efforts to build CHC brand awareness and reputation. Activities are varied but center on marketing messaging, internal and external communications, research, print collateral and advertising, press, onsite and offsite events and some web activities. Activities are spread across all CHC divisions, departments and initiatives: Sand Hill School, EBC School, CHC Clinical Services, Community Connections (Education and Engagement), Teen Mental Health Initiative, Ravenswood Initiative and the Advancement Department.

The ideal candidate for **Marketing Associate** is a person who resonates with CHC's mission and vision. Previous experience working with a nonprofit organization is a plus. The candidate may have a Bachelor's degree and should possess strong verbal and written communication skills, a positive and upbeat attitude, an open mind, a strong ability to multi-task and deal with ambiguity, a collaborative nature and excellent creative problem solving skills. This individual should enjoy working in a fast-paced environment and making a difference for children, teens and families.

#### Essential Duties and Responsibilities:

##### Marketing and Communications

- Assure that all CHC collateral, advertising and communication reflect CHC brand
- Assist Director with creation and preparation of print collateral
- Proof communication pieces to ensure accuracy
- Maintain inventory of marketing materials; arrange for reprints when needed; create marketing packets as needed for events
- Maintain photo image files.
- Ensure all marketing materials are available for events both at CHC and South Bay Campus
- Make arrangements for trade shows and fairs
- Be present at weekly Community Education events as greeter and CHC representative
- Provide support for other CHC events as needed (Rocktoberfest, CHC Breakfast, EdRev Conference, internal events)



## Children's Health Council

- Assist Web and Social Media Manager with editing monthly enews
- Maintain and track mailing history database for all marketing communications—print and electronic
- Take photos/videos at agency events and other activities around CHC to use for social media and other communication needs
- Coordinate logistics with photographers for photo shoots
- Assist with distribution of marketing materials to schools, pediatricians and professionals
- Perform other related duties as required and assigned

### Press and Advertising

- Help to maintain and update media contacts
- Assist Director with advertising schedule
- Assist with placing articles authored by CHC experts in target publications.
- Review and proof ads pre-press.

### Web/Social Activities

- Assist with website maintenance, updating content.
- Assist Web and Social Media Manager as needed
  - Staff profiles and photos
  - Text edits
  - Job description postings
  - Calendar entries including outside events
  - Placing pdfs of collateral throughout website
  - Testing new parts of the website

**Accountability:** The primary measures of performance will be the degree of attainment of the goals and objectives of the agency, including increasing the number of clients, volunteers, and donor dollars. Contribute to measurably increasing CHC visibility in the community.

### **Knowledge/Ability/Skills:**

- Team oriented with ability to be part of a fast-paced team with multiple priorities.
- Ability to think broadly, juggle multiple priorities, be extremely well-organized, manage time effectively and identify resources for projects. Strong follow-through skills.
- Excellent oral and writing skills to effectively communicate within and outside the organization.
- Tech-savvy with willingness to learn and advise on new technologies that could benefit the goals of the agency.
- Strong interpersonal skills including excellent listening skills; able to develop and manage productive relationships with staff at all levels in the organization and with outside parties involved in developing and/or implementing the communication plans.
- Consistently demonstrate good judgment, make decisions, justify recommendations and be responsive and clear with colleagues.
- Excellent attention to detail.
- High degree of initiative, organization and independence.
- Technology skills: Constant Contact, Google Drive, Google Analytics, MS Office Suite, FB, LinkedIn, Twitter, slack, Asana, Basecamp, new technologies.



**Education/Training:**

Bachelor's Degree required.

**Physical Requirements:** An employee in this position may be required to occasionally lift, move and/or set-up stacks of documents such as marketing collateral, lap-top computers, in-focus projectors, flip charts and other materials. Employee will also be required to work for extended periods of time at a computer.

**Special Job Requirements:**

Must have flexibility to work occasional evening or weekend hours at select agency events.

**Contact with Others:**

Interacts with department/division staff and supervisors, CHC staff, donors, interns, volunteers, temporary employees, Board members, Auxiliary and Event Committee members.

**To Apply:**

To respond to this opportunity, please send your resume and cover letter to [jobs@chconline.org](mailto:jobs@chconline.org) referencing "**Marketing Associate**" in the subject line of your email.

*Children's Health Council (CHC) supports workforce diversity. We are an Equal Opportunity Employer and believe in treating each employee and applicant for employment fairly and with dignity. We will provide employment opportunities without regard to race, religion, color, creed, national origin, gender, orientation, age, disability, medical condition, marital status, veterans' status or any other classification protected by employment discrimination laws. When necessary, CHC also makes reasonable accommodations for employees with disabilities in accordance with individual needs, business realities and applicable laws.*