

Marketing & Communications Associate

DEPARTMENT: Marketing

REPORTS TO: Associate Director, Marketing & Communications

FLSA STATUS: Non-exempt

LOCATION: Northfield, IL

PT/FT: Part-time, between 20—24 hours/week

SUMMARY: The Marketing & Communications Associate performs a variety of administrative and editorial duties to support the operations of Marketing and Communications on behalf of the organization and its programs and services. Using strong writing, editing and proofreading skills, familiarity with social media platforms and electronic news distribution, and experience with various media outlets, the position represents the organization in a warm, yet professional manner when working with members, clients, staff, board members, donors, media and outside organizations.

DUTIES AND RESPONSIBILITIES:

- Creates strategic content for North Shore Senior Center social media platforms.
- Assists in production of Engage, Annual Report, brochures and other marketing collateral by writing, editing and proofreading content.
- Produces monthly E-Newsletter and E-Blasts.
- Maintains Constant Contact distribution lists.
- Manages content on Atrium television.
- Assists with website content, flyers, brochures and other marketing collateral.
- Researches media outlets and maintains updated media lists and editorial calendars for television, newspapers, radio, bloggers, industry experts, thought leaders and micro influencers.
- Writes and distributes press releases, media advisories, blog posts and other media materials.
- Seeks out public relations opportunities by building relationships with other departments, and Center members and volunteers.
- Builds photo archive by shooting Center activities and scouting photo opportunities across the organization.
- Collaborates with and supports Development on events and other projects.
- Performs other related duties as assigned by management.

SUPERVISORY RESPONSIBILITIES:

- This job has no supervisory responsibilities.

QUALIFICATIONS:

- Bachelor's Degree (BA) from four-year college or university in marketing, public relations, journalism, or similar related field, or equivalent combination of education and experience.
- Three+ years of related experience in marketing, public relations, social media, journalism, and/or similar, related field.

- Required Computer skills: Microsoft Office, Word, PowerPoint, Publisher
 - Preferred Computer skills: Constant Contact, Content Management System for website content, knowledge of social media platforms, Photoshop
 - Other skills required:
 - Strong writing and proofreading skills
 - Strong interpersonal, listening, written, and verbal communication skills
 - Demonstrate teamwork and collaboration with others inside and outside the organization
 - Superior organizational skills to coordinate multiple, highly-detailed projects with varying deadlines and tasks; detail-oriented
 - Familiarity with Associate Press (AP) style
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To be considered for this position, please send your resume and salary requirements to hr@nssc.org.

EEO: North Shore Senior Center is an equal opportunity employer; applicants are considered for all positions without regard to race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), marital status, parental status, national origin, age, disability, veteran status, genetic information, or any other status protected by applicable federal, state or local law.