



Marketing Specialist

Child Advocates of Silicon Valley recruits, trains and supports volunteer Court Appointed Special Advocates (CASAs) to work one-on-one with children in the Santa Clara County dependency system. CASA's become a trusted friend, mentor and consistent adult presence for the child; they ensure that the child's critical emotional and educational needs are met and their voice is heard as they navigate the complexities of the foster care system. Our mission is to provide stability and hope to children who have experienced abuse and neglect by being a powerful voice in their lives. Our vision is that every child has a positive view of the future and the opportunity to become a productive, healthy adult.

Supervisor: Director of Development
Status: Full-Time, non-exempt position. 40 hours per week with occasional evening and weekend work required.
Location: Milpitas, California
Salary: Hourly/Based on Experience
Benefits: Medical, Dental, Vision; Flexible time off

POSITION OVERVIEW

Under the direction of the Director of Development, the Marketing Specialist is responsible for coordinating the communications output for the agency. The Specialist develops content and maintains website, social media and online communications, as well as creates graphic design for agency collateral, all of which are in accordance with the agency's brand, design and style guide, and effectively describe and promote the agency, its programs, fundraising efforts and events. The Marketing Specialist will play a critical role in the marketing and communications efforts of the agency while making a real difference for some of Silicon Valley's most vulnerable children.

SPECIFIC DUTIES AND RESPONSIBILITIES

Website and Social Media Marketing:

- Develops and maintains website including content creation and graphical elements; develops and implements web-based marketing campaigns
- Develops and maintains online and social media communication strategies including but not limited to Facebook, Twitter, Instagram and Google AdWords
- Creates online, monthly e-newsletter and online fundraising campaigns
- Develops and implements online communications campaigns using customer relation management software
- Develops and implements strategies to continue to grow size of online audiences
- Uses analytics to track metrics from website and online audiences to makes strategic recommendations

Communications and Branding:

- Designs and produces content (written, graphic and photographic) for bi-annual news magazine and annual report
- Designs and updates materials for online and print advertising, and all collateral for programs; works with printers to ensure quality production and competitive pricing
- Assists with writing collateral materials including but not limited to flyers, letters, media/press releases and acknowledgments
- Ensures organizational adherence to the Child Advocates of Silicon Valley brand, design and style guide
- Assists with creating presentations (PowerPoint and or slide show) and/or speeches
- Assists with various technical needs of Child Advocates of Silicon Valley employees and employee or volunteer training (including intranet, website, online presentations, video and audio recording)
- Maintains press lists with print, TV, radio and online news outlets and conducts outreach to the press
- Participates in organization and community events as assigned
- Takes photographs, and organizes photos and photo releases for use in collateral, social media sites, website and other communication platforms

- Other duties as assigned

QUALIFICATIONS:

Education:

A Bachelor's Degree in marketing, communications, branding or related field or an equivalent combination of training and experience

Experience:

- Minimum 3 years of experience in website development, social media management and graphical design
- Strong writing, editing and proofreading skills with high attention to detail
- Experience in managing constituent databases (LiveImpact)
- Experience in graphic design and desktop publishing (Adobe Illustrator, InDesign preferred)
- Ability to work in a multi-cultural environment
- Ability to work independently, manage multiple projects and meet deadlines as assigned
- Reliable transportation
- Ability to pass FBI, DOJ, DMV, SSN and CACI background checks

Desired Qualifications:

- Experience using Word Press to build and manage websites
- Proficiency in Hootsuite to manage social media campaigns
- Experience building outreach campaigns to recruit volunteers on Facebook, Twitter, LinkedIn and Instagram
- Proficiency in Google Analytics
- Proficiency in Constant Contact, LiveImpact, and CASA Tracker databases

Accountability:

- Performs tasks under minimal supervision
- Ensures good relationships with a variety of people
- Demonstrates good judgment and discretion
- Demonstrates strong commitment to accuracy and detail
- Meets deadlines as assigned

How to Apply:

Applicants should send a resume, salary requirements and cover letter outlining how they meet the specific requirements of the position to Brenda Navarrete, Office Manager at Brenda@cadvocates.org. No phone calls please.

Equal Employment Opportunity and non-Discrimination Statement:

It is the policy of Child Advocates to provide equal employment opportunity for all applicants and employees. Child Advocates does not discriminate on the basis of ancestry, race, color, disability (physical and mental, including HIV and AIDS), genetic information, gender, gender identity, gender expression, marital status, military or veteran status, national origin, race, religion (including religious dress and grooming), sex (including pregnancy, childbirth, breastfeeding and/or related medical conditions), sexual orientation, request for FMLA, or any other basis protected by law (hereinafter referred to as "Protected Characteristic"). Child Advocates also makes reasonable accommodations for disabled veteran employees. This policy applies to all areas of employment including recruitment, hiring, training, promotion, compensation, benefits, transfers, and social and recreational programs.

This policy includes provision that no employee shall harass any other employee on any of the bases listed above. Harassment includes verbal, physical and visual harassment; solicitation of sexual favors; unwelcome sexual advances; and creating or maintaining an intimidating or hostile work environment. Any employee who violates this policy is subject to discipline up to and including discharge.

Child Advocates is an Equal Opportunity Employer. We are committed to providing an environment that embraces openness, respect, collaboration and accountability.