



Marketing Assistant Marketing Department

Job Title:	Marketing Assistant
Department:	Marketing
Reports to:	Marketing Manager
FLSA Status:	Full Time, Non-Exempt

About Miracles for Kids:

Miracles for Kids is a 501(c)(3) nonprofit organization serving families with critically-ill children receiving treatment at one of four hospitals: CHOC Children's in Orange, Children's Hospital Los Angeles, Mattel Children's Hospital UCLA, and Benioff Children's Hospital in the Bay Area. By operating programs that provide financial aid, basic needs, and wellness to patients and their families, Miracles for Kids creates stability when families are crumbling from the financial and emotional devastation of fighting for their child's life. Founded in 2002, Miracles for Kids operates one office in Irvine, CA and a subsidized apartment complex, Miracle Manor, in Orange, CA.

Job Overview:

The Marketing Assistant is responsible for providing support to the Marketing Department with a primary focus on the marketing efforts of the organization. This position is a great opportunity to gain experience in organizing campaigns and developing marketing strategies utilizing a variety of communication channels, including social media, website, and design work to develop fliers, signage, and other branded collateral. The position will support these efforts in addition to assisting with reporting, content writing, and a variety of departmental administrative tasks.

Job Duties:

- **Graphic Design** – Direct responsibility for all graphic art production within organization. Provide design and artwork production required for promotional pieces including fliers, signage, graphics, newsletters, presentations, ads, posters - both for print and digital applications.
- **Social Media** – Help generate content, assist in maintaining ongoing editorial calendar, gather stats and reports, and provide support in the general management, monitoring and interaction of the Miracles for Kids brand within Facebook, Instagram, and LinkedIn
- **General Branding** – Assist in various brand projects such as maintaining press clippings, photography database, photobooks, etc., and maintaining the brand voice of the organization on all projects
- **Marketing Administration** – Open projects using appropriate administrative forms, track all projects on project management sheet, interface with vendors to secure estimates and provide follow-up as necessary to ensure projects are delivered on time.
- **Event Support** – Attend key Miracles for Kids events to assist in capturing photos for marketing purposes and provide live social media coverage
- **Website** – Assist with ongoing support of miraclesforkids.org and related event microsites to ensure content is up to date

This Job Is For You If You:

- Are organized, hardworking, detail-oriented, and willing to roll up your sleeves
- Are a deadline-driven, self-starter with an analytical mindset and problem-solving ability
- Can communicate effectively with your co-workers, external donors and volunteers
- Are proficient in Microsoft Office (Word, Excel and PowerPoint)
- Have an excellent sense of design and are proficient with Adobe Creative Suite (InDesign, Illustrator and Photoshop)

- Have experience building full email campaigns, including database management, utilizing programs such as MailChimp
- Have a familiarity with developing and maintaining websites using a CMS such as Wordpress
- Have an interest in marketing/communications and developing related skills
- Are seeking a position that provides professional growth while also giving back to an underserved segment of our community in great need

Work Environment:

Full-time at the Miracles for Kids office in Irvine, CA. Throughout the year, your schedule will include various evening and weekend event/programs. As an organization that is focused on the well-being of those we serve, we are equally concerned about the well-being of our staff. We endeavor to maintain a rewarding and supportive environment where employees can thrive.

Interested? Apply Today!

- Please email your cover letter and resume to info@miraclesforkids.org.
- In your cover letter please explain why this position appeals to you and indicate your hourly wage expectations.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and required skills. Job Description may be subject to change to meet the needs of the organization. Employment with Miracles for Kids will be "at will," meaning that either the employee or Miracles for Kids may end employment at any time and for any reason, with or without cause.