



## Marketing Assistant Marketing Department

<b>Job Title:</b>	Marketing Assistant
<b>Department:</b>	Marketing
<b>Reports to:</b>	Marketing Director
<b>FLSA Status:</b>	Full Time, Non-Exempt
<b>Hourly Wage:</b>	\$19.10 to \$23.00 per hour

### About Miracles for Kids:

Miracles for Kids is a 501(c)(3) nonprofit organization serving families with critically-ill children receiving treatment at multiple hospitals throughout Northern and Southern California. By operating programs that provide financial aid, basic needs, housing, 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 2004, Miracles for Kids operates one office in Irvine, CA, and two subsidized apartment complexes in Orange and Anaheim, 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 email marketing, as well as helping to coordinate fliers, signage, and other branded collateral. The position will assist with reporting, content writing, and a variety of departmental administrative tasks. In addition, this position also provides social media research, analytics, content creation, and coordination with our social media partners.

### Job Duties:

- **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.
- **Social Media** – Provide support to our social media agency in generating content, assisting in maintaining ongoing editorial calendar, gathering stats and reports, and providing 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.
- **Event Support** – Attend key Miracles for Kids events to ensure that all marketing materials are properly displayed and assist in capturing photos for marketing purposes.
- **Website Management** – Assist with ongoing support of [miraclesforkids.org](http://miraclesforkids.org) and related event microsites to ensure content is up to date.
- **Market Research** - Conduct market research and analysis, and prepare reports .

### This Job Is For You If You:

- Have 1-3 years of experience working within a marketing department or with a marketing company (nonprofit experience is a plus)
- Have a degree in marketing or related field
- Are seeking a position that provides professional growth while also giving back to an underserved segment of our community in great need
- Are organized, hardworking, detail-oriented, and willing to roll up your sleeves

- Are proficient in Microsoft Office (Word, Excel and PowerPoint). Familiarity with project management tools such as Asana is a plus.
- Have excellent proofreading skills
- 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
- Have a familiarity with developing and maintaining websites using a CMS such as Wordpress

**Work Environment:**

Full-time at the Miracles for Kids office in Irvine, CA. Throughout the year, your schedule will include attendance at various evening and weekend events and 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](mailto:info@miraclesforkids.org).
- In your cover letter, please explain why this position appeals to you.

*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.*