

YWCA of Lubbock
Job Description
Marketing Team Assistant

Department: Marketing/Development

FT/PT/Vol/Temp:

FT

Salary Grade:

FLSA Status:

Non-Exempt

Reports To: Marketing Director

Job Summary

The Marketing Assistant will be responsible for taking on a variety of tasks that allow for the successful management and completion of planned marketing programs, organizational events, associated payments and donations, and other related responsibilities. The successful candidate will assist in the development of marketing collateral, track existing marketing campaigns and report on results to ensure the widest possible visibility of the organization's mission, programs, services. In addition to the Marketing responsibilities, the employee will perform development responsibilities including but not limited to assisting in other ways with marketing, development, fundraising, and special events.

Essential Job Responsibilities

- Assist in supporting active marketing programs and developing ways to improve those campaigns
- Collaborate with Marketing Team to develop and implement social media practices and procedures that includes a social media plan
- Assist in designing and producing promotional and operational materials for programs, departments, and special events, including brochures, handbooks, invitations, flyers, advertisements, programs, and signage.
- Responding to marketing queries via phone, email or social media
- Assist in measuring and tracking organization's SEO metrics
- Support the organization's social media, mobile app and digital board.
- Assist in creating/obtaining content for quarterly newsletter for members, supporters, friends, board of directors, and staff to promote the YWCA of Lubbock's mission, brand, programs, services, and events.
- Assist in planning, promoting, preparing materials for, and executing special events.
- Take and coordinate, collect, and organize photographs and videos of programs and special events.
- Represent the organization at events as requested
- Perform related job duties as required.

Job Qualifications

- Learn and support the YWCA mission, vision, and policies to meet the goals of the organization without compromise, serving as a role model for the Lubbock community both in demeanor and in life-style habits.
- At least two (2) years' experience in communications, media relations, public relations, marketing, or similar field is preferred.
- Very strong communication skills, both written and verbal.
- Strong computer skills. Adobe Creative Suite is required.
- Strong attention to detail, multi-tasking, and problem-solving.

**eliminating racism
empowering women**
ywca

- Present self professionally in appearance and mannerism at all times.
- Flexibility to work irregular hours from time to time, including evenings or weekends.
- Infrequent travel: 0-10 days/year.
- Pass a criminal history background check and FBI fingerprint check.

Physical Requirements

The physical demands described here are representative, though not comprehensive, of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Regularly sit, stand, bend, crouch, stoop, walk, climb stairs, use hands and fingers, reach with hands and arms, feel, talk, hear, and see.
- Work on a computer up to eight (8) hours a day.
- Regularly lift and/or move up to 20 pounds and occasionally lift and/or move up to 30 pounds.
- Occasionally work at outdoor and indoor events for extended periods of time.

Work Environment

The work environment characteristics described here are representative, though not comprehensive, of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable the individuals with disabilities to perform the essential functions.

- Noise level varies between quiet and loud.
- Pace varies between deliberate and fast.