

American Botanical Council

Job Description

Job Title: Development and Marketing Associate

Department: Development

Reports To: Director of Development

FLSA Status: Non Exempt

Updated: 8/18/17

General Position Description:

The Development and Marketing Associate, working with the Development and Marketing team, will be responsible for creating marketing and informational materials and assisting the Development Team with the goal of encouraging membership and enhancing public awareness of the value of ABC's nonprofit educational mission.

Critical Responsibilities:

- Assists in developing and executing ABC's marketing plan, strategies, and objectives.
- Helps identify and reach new membership audiences and markets for ABC educational content and products.
- Helps create and distribute marketing pieces to drive traffic to ABC's website with the purpose of generating new ABC members.
- Coordinates outreach to BAP supporters and endorsers to facilitate dissemination of BAP materials through their networks.
- Helps with development activities as needed including creating new proposal formats, infographics, video proposals, etc.
- Helps identify new ways to integrate social media opportunities into other ABC educational activities for increased communication and membership awareness.
- Helps design and create marketing and fundraising content for ABC including infographics and video content for ABC's website and YouTube.
- Helps monitor performance and financial success of marketing strategies.
- Participates in refining and updating website as needed with a focus on supporting and recognizing current members, and generating new members.
- Assists, as needed, with preparation and distribution of press releases, fact sheets, photographs, or other needed materials to media representatives and other persons who may be interested in learning about or publicizing organization's educational activities or message.
- Tracks and reports on ABC new membership marketing initiatives.
- Utilizes and improves ABC's magazine ad trades for increased exposure.
- Assists in implementing public relations programs and events.
- Participates in new market research and design.

Education and/or Experience

Bachelor's degree (B. A.) from a four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

Required Qualifications & Special Skills

- Strong organizational skills
- Strong analytical skills
- Strong writing skills

- Attention to detail
- Experience and/or training in developing and monitoring marketing and communications goals and strategies
- Experience developing and creating marketing materials
- Successful communication and appropriate interpersonal relationship skills particularly with the public and coworkers.
- Extensive experience with MS Office Suite required and experience; html, Salesforce, and/or Convio proficiency preferred
- Prefer experience or training in some or all the following skills: Google Analytics, Google Ads, SEO, Facebook, Twitter, Design skills (Photoshop, InDesign), email marketing platform (MailChimp, Convio, etc.), html, video editing

Working Environment:

The Development and Marketing Coordinator will be a part of the general office environment of ABC. This is a relaxed and casual environment. Additional hours of work include some nights and weekends, as well as possible attendance at off-site events.

Comments:

There will be an annual review of performance as well as a review and update of this description.

To apply, please send cover letter, with salary requirements, to jobs@herbalgram.org.