



**Job Title:** Marketing Generalist  
**Reports To:** Development & Community Relations Manager  
**Approved By:** Susan R. Brown, CEO  
**Pay Range:** \$20.00-25.00/hr.

**FLSA Status:** Non-exempt  
**Department:** Marketing/Development  
**Prepared Date:** July 2019

**PRIMARY PURPOSE OF THE POSITION:** Support Kids Co.'s mission and vision by executing the goals and objectives that facilitate the success of the organization through marketing efforts. Performs a diverse set of activities, including marketing research and analysis, develop advertising materials, direct mail, website content development/management, organizing of exhibits for trade fairs. Develops a marketing strategy based on knowledge of business objectives that increases Kids Co.'s brand recognition resulting in full student enrollment, family satisfaction, increased charitable giving, and staff retention. Provides training and guidance to professional and support staff.

The Marketing Generalist must be available 20 hours a week, Monday through Friday, and occasionally on evenings and weekends.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Promote and incorporate Kids Co.'s mission and vision in all marketing efforts.
- Develop and follow annual marketing budget based on projected marketing activity and expenses.
- Create and adhere to marketing calendar.
- Lead Kids Co.'s team in brand training and ensure that brand guidelines are followed.
- Coordinate all graphics development with designer for print and digital materials.
- Manage print materials including but not limited to, signs, brochures, banners, flyers, ads, etc.
- Manage print and digital marketing campaigns including but not limited to, ParentMap, Seattle's Child, Seattle Magazine, and others when necessary.
- Work with Cause Inspired Media (Kids Co.'s digital marketing vendor) on social media marketing that includes but is not limited to, GoogleAds, Facebook advertising, and Instagram.
- Work closely with the program team as project manager for community fairs.
- Promote Kids Co.'s events both in-person and online.
- Manage social media platforms including but not limited to, Yelp, Facebook, Google, Twitter, Instagram, and others as created.
- Maintain and update Kids Co. website.
- Design, write, and send mass emails per marketing calendar or as needed.
- Become proficient in the DonorPerfect software platform, where the marketing and fundraising constituency is tracked and maintained.
- Perform other related duties as required and assigned by the Development & Community Relations Manager and/or CEO.

These duties, responsibilities, and activities may change at any time with or without notice.

### **REQUIREMENTS:**

- Bachelor's degree in marketing preferred.
- 1-4 years of relevant experience.
- Superior oral and written communication skills.
- Keen eye for detail.
- Superior editing skills.
- Self-motivated.
- Ability to work independently and in groups.
- Innovative thinking, willing to identify and try new marketing concepts.
- Experience with search engine optimization (SEO), pay-per-click (PPC) marketing, Google AdWords, Content Management Systems, Photoshop, In-Design, Facebook, Twitter, Instagram, and the Microsoft Office Suite.

**PHYSICAL REQUIREMENTS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The employee must be proficient in English and be able to communicate effectively in both written and verbal form. The position requires the ability to lift files, open filing cabinets, bend, stand and walk as necessary. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.

I have read and understood the above requirements.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_