MARKETING SPECIALIST

Reports To: Chief Advancement Officer
Department/Team: Member of Marketing Department
Member of Advancement Team
Status: Full-time, Exempt Position
Hours: 40 hours/week

EMPOWERING LIVES SINCE 1996:
Amazing Place is the Houston area's leading resource for navigating dementia and nurturing brain health. A faith-based nonprofit with 30 years of experience, Amazing Place serves those with mild cognitive impairment and mild to moderate dementia, caregiving families and friends, congregations, and anyone who want to be proactive about brain health. Now with two campuses, one in Central Houston and the other in Katy, our organization offers evidence-based programs in both English and Spanish, ensuring that individuals and families facing some of life's most challenging moments are met with knowledge, compassion and hope.

OUR MISSION:
We empower families facing the challenges of dementia and Alzheimer's and advance brain health for all.

WHO WE ARE:
At Amazing Place, we believe that those living with dementia can live full, meaningful lives. We also believe much can be done to embrace good brain health, protect memory, slow progression of and prevent neurological disorders.

POSITION OVERVIEW:

The Marketing Specialist executes the Amazing Place marketing strategy through compelling, brand-aligned print and digital content. This role is responsible for in-house graphic design, all social media channels, email marketing efforts and the Amazing Place website. Alongside the Chief Advancement Officer and Marketing Coordinator, the Marketing Specialist also works with agency partners and contractors on marketing initiatives not managed in-house.

The Marketing Specialist follows the mission, goals, and objectives of Amazing Place, as set forth by the Board of Directors. Other duties and responsibilities as assigned by the Chief Advancement Officer.

RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:

Graphic Design:

- Design and execute compelling print materials through Canva and In Design that adhere to brand standards including but not limited to program flyers, program rack cards and fundraising solicitations.

- Design and execute compelling digital materials through Canva including but not limited to social media content, monthly Amazing Place Enews emails and website graphics.
- Alongside Chief Advancement and Marketing Coordinator, work with agency partners and contractors on marketing strategy, copywriting/content development and outsourced more complex In Design projects, including but not limited to the Annual Report.

Social Media:

- Responsible for Amazing Place social media platforms (Facebook, Instagram and LinkedIn), working cross-functionally to develop, post and respond with engaging content.
- Grow Amazing Place's social media presence in a meaningful way across various audiences.
- Monitor, track and report engagement across platforms for staff and board leadership.
- Develop culture of social media engagement based on best practices and Amazing Place values.

Email Marketing:

- Responsible for email marketing strategy and execution using Constant Contact or other email marketing tools, including but not limited to monthly Enews, quarterly healthcare eblasts and fundraising event communications.
- Monitor, track and report email marketing metrics for staff and board leadership.
- Alongside Chief Advancement Officer and Marketing Coordinator, work with contractors on copywriting content needs.

Website:

- Responsible for Amazing Place website, ensuring site is user-friendly, functional and adheres to brand standards.
- Work with Marketing Coordinator to ensure content is updated and timely.
- Monitor, track and report website metrics using Google Analytics or other tools for staff and board leadership.

Community Relations:

- Assist with Amazing Place outreach activities as needed.
- Represent Amazing Place at public and private functions as needed.

Other duties and responsibilities as assigned by the Chief Advancement Officer.

QUALITATIVE DIMENSIONS OF POSITION:

Communication

- Must be persuasive and confident in oral and written communication
- Have the ability to listen and empathize with Team Members, Participants and Caregivers

Problem Solving

- Identify and resolve problems in a timely manner
- Gather and analyze information skillfully
- Develop alternative solutions
- Work well in group problem solving situations
- Use reason even when dealing with emotional topics

.

Judgment

- Have a demonstrated ability to accept accountability for decisions and actions.
- Have the ability to consider safety and the consequences of actions.
- Display willingness to make decisions.
- Exhibit sound and accurate judgment.
- Supports and explains reasoning for decisions.
- Include appropriate people in decision-making process.
- Make timely decisions.

Interpersonal

- Focus on solving conflict, not blaming.
- Maintain confidentiality.
- Listen to others without interrupting.
- Keep emotions under control.
- Remain open to others' ideas and try new things.
- Have the ability to maintain a positive and optimistic outlook.

Delegation

- Delegate work assignments.
- Match the responsibility to the person.
- Give authority to work independently.
- Set expectations and monitors delegated activities.
- Provide recognition for results.

Technical Skills

- Assess own strengths and weaknesses.
- Pursue training and development opportunities.
- Strive to continuously build knowledge and skills.
- Share expertise with others.

EDUCATION REQUIREMENTS

Degree required, preferred in Communications, Journalism, Advertising, Marketing, or other related fields Requires at least 3+ years of related experience. Sharing a portfolio of work is recommended.

CERTIFICATES, LICENSES AND REGISTRATIONS REQUIRED

Maintains current CPR and AED Certifications.

SPECIAL KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Possesses solid organizational skills as well as intermediate to advanced computer/technology proficiency. Has solid understanding of Canva and experience with In Design. Understands the concept of being a team player in a work environment where employees consistently come together for the greater good. Recognizes that the unpredictable nature of working with dementia patients could occasionally involve contributing more than your share of the workload to achieve a departmental or participant outcome. Maintains a cheerful

communication style, demonstrating the necessary patience to work well with persons who have mild to moderate dementia.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

PHYSICAL DEMANDS

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include Close vision. While performing the duties of this Job, the employee is regularly required to reach with hands and arms and talk or hear. The employee is regularly required to stand; walk and sit.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

COMPENSATION

Compensation is commensurate with experience. All employees are eligible to participate in our 401k plan, 3 months after hire date, which includes up to 2% matching. In addition to a generous PTO plan, employee benefits include health, dental, and vision.

APPLICATION PROCESS

Resumes are currently being accepted and will continue to be accepted until a candidate has been selected. To apply please submit your resume, cover letter and salary requirements to careers@amazingplacehouston.org. Only those selected for an interview will be contacted.