



ERIN'S HOUSE FOR GRIEVING CHILDREN
5670 YMCA Park Drive West
Fort Wayne, IN 46835
260-423-2466

POSITION: **Marketing Specialist**
Full-time (40 hours per week)

BASED: **Administrative Office**

REPORTS TO: **Director of Development & Events**

DATE: **February 1, 2023**

Established in 1993, Erin's House for Grieving Children is a 501(c)(3) nonprofit organization whose mission is to provide support services to children, teens, and their families who have experienced a death. Services include peer-support program nights, camps, in-school programs, community outreach, and phone support. Erin's House is an equal opportunity employer. For more information about the organization's programs and services, visit ErinsHouse.org.

Erin's House is seeking a talented and driven Marketing Specialist to join our team. With the leadership and guidance of the Director of Development, the Marketing Specialist will plan, create, and execute a marketing strategy to increase awareness of Erin's House mission and children's grief among program participants, donors, and throughout Northeast Indiana.

The Marketing Specialist will produce content for the Erin's House website, social media, newsletters, special events, mission-based resources, promotional materials, and more as assigned. This individual is creative, flexible, and extremely detail oriented.

The utmost level of care is needed to ensure that every marketing message is on-brand and well received by the community.

MAJOR DUTIES AND RESPONSIBILITIES:

- Produce print and digital marketing pieces and communication materials that support Erin's House goals and objectives.
- Write, edit, and manage the publication of the printed newsletter.
- Maintain and expand digital platforms, including but not limited to social media, website, and email.
- Manage time, tasks, projects, priorities, and deadlines with strategic and creative excellence.
- Work collaboratively with Development on fundraising, retention, and acquisition communication campaigns.
- Apply marketing strategy to events as coordinated with the Director of Development, including digital platforms, budget, communications, signage, and other promotional material.
- Take pictures and videos at Erin's House for marketing and communication purposes.
- Work closely with the entire Erin's House staff to refine and develop marketing material and respond to unique organizational needs on a weekly basis.
- Research and implement ways to broaden Erin's House presence, build brand image, and engage donors, volunteers, community partners, and the public.
- Initiate and coordinate media interviews, photo opportunities, press conferences, and events.
- Deliver community presentations and media interviews as needed.
- Assist with event planning, donor communications, and other organizational priorities as needed.

SPECIFIC JOB SKILLS REQUIRED:

- Ability to quickly observe and adapt to Erin's House tone and content.
- Strong writing and grammar skills for composing original content.
- In-depth knowledge of digital media platforms including but not limited to Facebook, Instagram, Wix, Constant Contact, etc.
- Skills in basic graphic design for in-house production of social media posts, flyers, and other promotional material as needed.
- Flexible, persistent, and highly detail oriented.
- Self-motivated and a quick learner with the ability to work independently and under pressure with minimal supervision.
- Capacity to receive constructive feedback and direction.
- Excellent conversational skills to speak to clients or donors as needed, in-person and phone.
- Comfortable and experienced with public speaking for presentations and media interviews.
- Understands the basic knowledge of non-profit marketing and fundraising.
- A team player who is willing to jump in and help no matter the task at hand.
- Demonstrates comfort working both inside and outside an office setting.
- Expresses a positive attitude and can work well in a busy, open-office setting.
- Interest and experience in photography, videography, graphic design, or fundraising is a plus.
- Ability to periodically work evenings and weekends/outside the standard 9:00 AM to 5:00 PM timeframe as needed (fundraisers, community events, camp, program nights).

QUALIFICATIONS:

- Bachelor's Degree in marketing, communication, public relations, or business administration is preferred.
- A minimum of two years of in-office experience in a similar role.
- Strong design, writing, grammar, digital platforms, and time management skills.
- A passion for Erin's House mission and motivation to help grow the organization for years to come.

PHYSICAL/MENTAL REQUIREMENTS

- Walking, standing, bending, stooping, reaching, moderate lifting, and carrying.
- Requires corrected vision and hearing to normal range.
- Ability to sit at a computer workstation for extended periods.
- Occasional need to stand for long periods.
- Valid Driver's License and willing to travel as needed; Dependable transportation required.

BENEFITS

- Roth IRA with match
- Health Insurance
- Long term disability, short term disability, and life insurance
- Health Savings Account/Flexible Spending Account
- Paid Time Off
- Flexible Schedule
- Option to work remotely as needed.

APPLY:

To apply for the position of Marketing Specialist with Erin's House for Grieving Children, please submit your cover letter and resume to: Audrey Gilbert, Director of Development & Events:

Audrey@erinshouse.org