



**Job Title:** Marketing Assistant                      **Reports to:** Director of Fundraising & Marketing  
**Classification:** Non-Exempt                      **Effective Date:** 10/1/2023  
**Status:** Part Time  
**Supervises:** None

**Job Summary:**

*The Marketing assistants support the work of marketing managers and executives on projects directed at maximizing company profits by developing sales strategies and marketing campaigns. Marketing assistants, also known as marketing coordinators, provide support for marketing teams and campaigns.*

**Responsibilities:**

- Manage all aspects of the social media process.
  - Responsible for creating, planning, and scheduling social media content.
  - Research and identify new trends and strategies.
  - Assists in brainstorming social media and marketing campaign ideas.
  - Tracks and analyzes social media data.
- Assist with the coordination, creation, development, and implementation of special events.
- Assist with gift processing and database management.
- Assist with content creation and marketing for newsletters, email marketing, and social media.
- Attend outreach and community events as a representative of Mariners Inn.
- Provide support to Director of Fundraising & Marketing on special projects and administrative tasks.
- Perform other duties as assigned by Director of Fundraising & Marketing.

**Required Competencies:**

- Proficiency in donor database software and Microsoft Office applications
- Excellent writing, communication, organizational, and interpersonal skills
- Willingness to collaborate and work as a member of a team.
- Demonstrated capability to conduct oneself in a calm and professional demeanor when dealing with the public.
- and in difficult situations.
- Ability to work well with a diverse group of staff and volunteers.
- Willingness to adjust hours to accommodate the needs of the job.
- Ability to effectively manage a wide array of tasks, projects, and responsibilities.
- Ability to work productively in an unstructured environment with frequent interruptions.



**Required Education and Experience:**

- associate degree in social sciences, communication, or related field.
- Two years or more of successful work experience in this or a related field.

**Preferred Education and experience:**

- Bachelor's degree in social sciences, communication, or related field

**Qualifications:**

- Must have a valid Driver's License and ability to obtain a Driver's clearance from the Michigan Secretary of State

**Physical Requirements:**

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift up to 20 pounds at times.
- Ability to assist with set-up and organize for events.

**Additional eligibility requirements**

- Covid-19 Vaccination per agency policy requirements
- Posses a valid First Aid/CPR certification
- Provide Educational Transcripts

**Position Details:**

- Part Time position, 20-24 hours per week. Occasional evening and weekends

**Other duties:**

*Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.*

**Pay Range: \$16-\$20.00 per hour \* Based on experience & knowledge.**

**How to Apply:**

**Please submit your resume with cover letter via email to [humanresources@marinersinn.org](mailto:humanresources@marinersinn.org) no later than January 31, 2024. In the email subject, please enter Mariners Inn: Marketing Assistant position. No phone calls or faxes will be accepted.**