



STAR VISTA

JOB POSTING

JOB TITLE:	Marketing Associate
DEPARTMENT:	Development
STATUS:	30 hours/week, Non-Exempt
SALARY:	\$21-\$25/hour

StarVista is a non-profit agency in San Mateo County with over 30 programs offering counseling, crisis prevention, youth housing, and early childhood services to over 40,000 county residents each year. In 2018, StarVista launched a new brand identity and website and is now seeking a creative Marketing Associate to help take our brand, digital presence, and social media strategy to the next level. As the Marketing Associate, you will report to the Senior Marketing Manager, work collaboratively with other members of the Development & Marketing team, work closely with staff across the agency, and keep stakeholders informed about the agency and its programs.

POSITION PURPOSE & OBJECTIVES:

The Marketing Associate will: create, maintain, and enhance StarVista's digital presence and grow StarVista's online community; write and develop print collateral and digital content aligned with short and long term strategic goals; provide expertise on and stay up-to-date with social media and digital marketing best practices; recommend new ideas for follower engagement; and assist internal partners with content development as needed.

KEY JOB FUNCTIONS:

- Create and lead social media initiatives on StarVista's channels
- Create and manage a rich content calendar
- Ensure branding standards and messaging are maintained across all channels
- Complete daily postings of shareable content to grow StarVista's online community
- Live-cover events including fundraisers, trainings, and public education forums
- Record, curate, and post video content
- Write and develop content for print collateral (e.g. flyers, letterhead, promotional and event materials) and digital media (e.g. web, social media images, infographics)
- Analyze and report on the results of campaign efforts and provide recommendations to enhance marketing strategy
- Monitor and engage with user comments across all social media channels
- Respond to online agency-related inquiries in a timely manner

SKILLS:

- Highly organized, able to multitask and work quickly and independently
- Strong aesthetic eye and attention to detail
- Excellent writing and editing skills
- In-depth understanding of marketing and social media best practices
- Ability to create graphics for use on social media
- Ability to create sticky content and incorporate short form video content
- Good communication and interpersonal skills
- Excellent analytical thinking and problem-solving skills with ability to seek solutions collaboratively
- Team player with a proactive, can-do attitude

QUALIFICATIONS:

- Professional marketing experience including social media
- Experience with Adobe Creative Suite (Photoshop, Illustrator) a plus

Email your resume with a cover letter describing: 1) your interest in the role and StarVista, 2) your previous marketing experience, and 3) links to any relevant social media projects and/or profiles. Use subject line: **Marketing Associate**. Send to: **Jesus Jimenez, jesus.jimenez@star-vista.org**.

*All full-time employees receive medical, dental, vision, and life insurance benefits, accrue three weeks of vacation and two personal days in their first year of employment, and are eligible to participate in a Flexible Spending Account (FSA) and a 401K retirement plan. The agency recognizes 13 paid holidays annually. Benefits for part-time employees are pro-rated according to scheduled hours. Flexible schedule and telecommuting are possible; however **this is not a remote position**.*

It is our belief that staff diversity promotes appropriate responsiveness to community needs, provides representative role models for all clientele, and improves the quality of our services in a host of ways.

Employment decisions and services provided to clients are not based on race, color, citizenship status, sexual orientation, gender identity or expression, national origin, ancestry, age, religion, creed, disability, marital status, veteran status, or any other characteristic protected by law. StarVista fully supports the Americans with Disabilities Act (ADA) and applicable state disability law.