



# STAR VISTA

## JOB POSTING

**JOB TITLE:** Social Media/Marketing Associate  
**DEPARTMENT:** Marketing  
**STATUS:** 40 hours/week, Non-Exempt  
**SALARY:** DOE

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. Since the launch of its new identity in 2018, StarVista continues to grow its brand, digital presence, and social media strategy. We are looking to take our marketing and social media initiatives to the next level, expand our audience, and increase our brand awareness in the community. As the Marketing Associate, you will report to the 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 social media presence; develop and plan 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 web content development.

### **KEY JOB FUNCTIONS:**

- Ensure branding standards and messaging are maintained across all channels
- Assist in creating social media calendar
- Develop social media strategy in collaboration with Marketing Manager
- Create and lead social media initiatives on StarVista's social media channels
- Schedule and complete social media postings
- Live-cover events, including fundraisers, trainings, and public education forums
- Record, curate, and post video content
- Monitor and engage with user comments across all channels
- Respond to online agency-related inquiries in a timely manner
- Analyze and report on the results of web marketing efforts, and provide recommendations
- Assist with creating website content and maintenance

**SKILLS:**

- Highly organized, able to multitask and work both quickly and independently
- Strong aesthetic eye and attention to detail
- In-depth understanding of marketing and social media best practices
- Ability to create graphics for use on social media as needed
- Ability to create captivating 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
- Excellent writing and editing skills

**QUALIFICATIONS:**

- Professional marketing experience, including social media
- Experience with WordPress a plus
- Experience with CANVA and/or Adobe Creative Suite (Photoshop, Illustrator, InDesign) a plus
- Spanish fluency preferred

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: **Lea Berhane** [lea.berhane@star-vista.org](mailto:lea.berhane@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.*