

**FRIENDS OF KAREN MISSION:**

To provide emotional, financial and advocacy support to children with a life-threatening illness and their families in order to keep them stable, functioning and able to cope.

**POSITION SUMMARY:**

The Marketing Associate supports and enhances Friends of Karen's programmatic impact and fundraising effectiveness.

**ESSENTIAL FUNCTIONS:**

- Create timely and fresh content for the company website as the go-to resource for information about the organization. Keep the website updated and serve as the point person to work with web consultants on technical issues
- Design, implement and measure Friends of Karen's social media presence (Facebook, Twitter, Instagram, etc.) by writing engaging posts that cultivate a following and establish social media as a major organizational communication tool
- Coordinate the production of print materials, working closely with development staff, consultants and vendors.
- Support the Development Team to prepare online appeals and campaigns to support fundraising activities
- Manage and keep updated the company's media and marketing calendar weekly.
- Manage photo archives; collaborate with Social Work team to obtain photos and stories as needed

**QUALIFICATIONS:**

- Bachelor's degree, with a minimum of 2-3 years of experience in marketing, communications or related work
- Web communication and social media experience essential
- Good writing and communication skills; collaborative work style
- Creative especially with regard to marketing ideas. Ability to analyze and measure success of marketing efforts
- Proficiency in Microsoft Office; Drupal programming (website) preferred and Adobe Photoshop required
- Excellent organizational skills and adept at multi-tasking; sound judgment in prioritizing assignments; work well under pressure and meet deadlines
- Professional, tactful and diplomatic when working with staff, donors, consultants, vendors, & volunteers. Demonstrate initiative and possess a "Can Do" attitude
- Understanding of fundraising principles and practices
- Some limited travel required and ability to work occasional evenings to attend events