



Job Description

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| Job Title: <i>Marketing and Communications Associate</i> | FLSA Status: Non-Exempt |
| Department: Administration | Reports To: Directors of Marketing & Communications |

Purpose:

The mission of Prevent Child Abuse America is to prevent the abuse and neglect of our nation’s children. The *Marketing and Communications Associate* contributes to the organization’s mission by providing support to the Director of Marketing and to the Director of Communications.

Essential duties and responsibilities:

The Marketing and Communications Associate is responsible for:

- Providing marketing and communications support for internal teams, networks, and partners
- Supporting the development, implementation, monitoring, measurement, and optimization of integrated marketing and communication campaigns for Prevent Child Abuse America and the Healthy Families America program
- Executing end-to-end email marketing campaigns:
 - Managing and maintaining email lists and segments
 - Creating campaigns and editorial calendars
- Providing day-to-day management of all social media channels
 - Assisting in the development of social strategy
 - Creating editorial calendar
 - Developing channel-relevant content, including copy and visuals
 - Managing community interaction
- Providing day-to-day oversight of website, including SEO/SEM implementation, content management and updates, and new page feature development
- Researching, developing, editing, and distributing materials, including marketing collateral, press releases, op-eds, bylined articles, among others
- Maintaining content updates on intranet
- Stewarding the Prevent Child Abuse America and Healthy Families America brands in all external and internal engagements, including brand standards
- Supporting and helping promote fundraising events and biennial national conference

Please note that these duties and responsibilities are not all-inclusive and may be expanded to include other duties and responsibilities, as management may deem necessary from time to time.



QUALIFICATIONS:

Education and/or experience:

- Bachelor's Degree in Marketing/Communications or related field required
- Minimum of two years of relevant Marketing/Communications experience required; nonprofit or agency experience a plus
- Experience with social media required
- SEO/SEM, email marketing, and website experience preferred
- Strong writing and editing experience; demonstrated ability to write compelling content for a variety of audience types and channels
- Analytical and creative individual with excellent communication skills
- Excellent project and time management skills—ability to manage multiple projects simultaneously
- Proficient in Microsoft Word, Excel, and Power Point
- Knowledge of WordPress and CRM platforms preferred

Language skills:

- Excellent communications skills, including both writing and speaking

Physical demands:

- Minimal—must be able to lift and move supplies and boxes

Travel required:

- Minimal

Work environment:

- This is a full-time office position at the Prevent Child Abuse America national headquarters, in Chicago, IL.

Compensation:

- Benefits include health, dental, life, vision, and disability insurance, plus 401(k).
- Each full-time employee receives paid holidays, sick days, vacation days, and personal days in accordance with PCA America employee handbook.
- Salary is commensurate with educational and professional experience.



To apply:

Email your resume, cover letter, and salary history to:

Ann Cheeseman
Director of Marketing
Prevent Child Abuse America
228 South Wabash Avenue, 10th Floor
Chicago, IL 60604
acheeseman@preventchildabuse.org

APPLICATIONS WITHOUT RESUME, COVER LETTER, AND SALARY HISTORY WILL NOT BE REVIEWED. NO PHONE CALLS, PLEASE.

Prevent Child Abuse America is an Equal Opportunity Employer.