



## **Marketing and Communications Associate**

### **POSITION DESCRIPTION**

The Marketing and Communications Associate is responsible for many of the day-to-day communications activities of the Les Turner ALS Foundation. The associate will work to ensure consistent, timely and effective communications through the organization's website (including event microsites), print pieces, e-newsletters and other email marketing, social media and communications channels. Working under the direction of the Director of Marketing and Communications, the associate will also assist in evaluating and analyzing the effectiveness of these efforts and will help generate ideas to increase effectiveness.

### **REPORTS TO**

Director of Marketing and Communications

### **MANAGES**

N/A

### **DUTIES AND RESPONSIBILITIES**

#### Website and Database Management

- Manage the design of the organization's website to support the needs of multiple types of end-users. Continue to improve website visitors experience by refining the content and adding new functionality as appropriate
- Develop website content and provide improvements in the areas of creating compelling and dynamic content, enhancing web page presentation and design and developing effective messaging around our events, activities and program services
- Collaborate with Director of Marketing and Communications to set up and maintain TeamRaiser, donation and merchandise pages in Luminare Online. Work with appropriate staff to identify upcoming and new events and create content and themes for promotion

#### Social Media

- Develop, implement and oversee annual strategic social media plan spanning all digital media platforms
- Identify program, development and event marketing needs and make recommendations to utilize social media platforms most effectively
- Stay informed on new platform additions and releases and make recommendations to Director on how to utilize
- Manage fundraising initiatives (ex. #GivingTuesday) via social media
- Manage and evaluate quarterly analytics reports on digital platforms

#### Other

- Collect content, write, edit and format e-newsletters and other email marketing campaigns

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- Perform editorial tasks for print publications
- Manage all Foundation materials for consistency and adherence to brand standards, including program services, events, development pieces, merchandise, stationery and email and print templates
- Minor graphic design duties as assigned
- Assist Director in working with PR consultant to distribute and archive content
- Assist Director in development and implementation of the Les Turner ALS Foundation's strategic communications plan
- Assist others in the office on communications-related pieces or presentations
- Attend and represent the Foundation at events throughout the year
- Be comfortable working with people and families affected by ALS
- Other projects and duties as assigned

**Qualifications:**

- Bachelor's Degree from accredited college or university
- 1-3 years of communications and marketing experience in a professional setting; non-profit experience preferred but not required

**Demonstrated Competencies:**

- Experience in database, email marketing, and content management systems. Knowledge of Blackbaud products a plus, particularly Luminare Online
- HTML familiarity. Familiarity with WordPress and Google Analytics a plus
- Strong writing skills and attention to detail
- Ability to understand and follow branding guidelines
- Ability to proofread content and follow Foundation style guidelines.
- Ability to manage multiple projects at once
- Flexibility to attend evening and/or weekend meetings and/or events
- Familiarity with Adobe Creative Suite a plus
- Must have valid driver's license and a car
- Must possess ability to interact professionally with donors, visitors, vendors and internal staff
- Be comfortable working with people and families affected by ALS

**To Apply:**

Submit cover letter, resume and a writing sample (no more than three pages) to [jlandberg@lesturnerals.org](mailto:jlandberg@lesturnerals.org) writing "Marketing and Communications Associate" in the subject line. Applications will be accepted until the position is filled.

**About the Les Turner ALS Foundation:**

The Les Turner ALS Foundation, founded in 1977, is Chicago's leader in research, patient care and education about ALS, serving the vast majority of people with ALS in the area, offering help and hope when it's needed most. One of the nation's largest, independent ALS organizations, the Foundation allocates all funds to local research, clinical care and support services for people with ALS in the Chicagoland area. The Foundation's full spectrum patient service programs include: in-home consultations, support groups, equipment loans, grants and educational activities. The Foundation offers hope for a future without ALS by supporting the Les Turner ALS Research and Patient Center at Northwestern Medicine, bringing together three research laboratories and a multidisciplinary patient clinic under one umbrella. Learn more by visiting [lesturnerals.org](http://lesturnerals.org).

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*The Communications Associate is a full-time, salaried, non-exempt position. The Foundation complies with the Fair Labor Standards Act and the Americans with Disabilities Act.*