

## JOB DESCRIPTION

**Job Title:** Marketing Assistant (Emphasis in Partner Foundation Marketing)  
**Responsible to:** President & CEO; Director of Marketing  
**Status:** Full-time salary employee with benefits  
**Purpose:** To provide social media and marketing management in the Manhattan community and GMCF partner communities



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*The Marketing Assistant is an administrative role that supports the organization's marketing efforts. He/she works with the Director of Marketing to increase the GMCF's visibility by managing the brand image and the design of marketing materials. The Marketing Assistant works under the direction and supervision of the Director of Marketing of the Greater Manhattan Community Foundation.*

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### Responsibilities

#### Partner Community Foundation Marketing

- Develop and implement comprehensive marketing strategies for partner community foundations.
- Collaborate closely with partner foundations to understand their goals and tailor marketing plans accordingly.
- Create engaging content, including but not limited to social media posts, newsletters, and promotional materials, to promote partner initiatives.

#### GMCF Marketing Support

- Assist in planning and executing marketing campaigns for GMCF, ensuring alignment with organizational objectives.
- Contribute to the creation of compelling content for GMCF's various communication channels.
- Coordinate marketing activities, including events, sponsorships, and partnerships, to enhance GMCF's brand visibility.
- Coordinate Youth Impacting Community Program.
- Other duties as assigned.

#### Relationship with staff

- Work closely with GMCF Partners, and nonprofit groups to support social media and marketing goals.
- Collaborate with GMCF board, President and GMCF team to meet organizational goals.
- Engage with GMCF's Marketing Committee through meetings and communication on marketing strategies.

#### Required Qualifications

- Bachelor's degree in marketing, communications, English, public relations, or journalism.
- Proven experience in marketing, with a focus on community engagement or nonprofit organizations being a plus.
- Strong writing skills, a high level of creativity and the ability to think analytically.
- Superior time management and organizational skills and ability to meet deadlines.
- Familiar with MS Word, Excel, and PowerPoint, and capable of creating visually compelling presentations.
- Familiar with Adobe Creative Suite: InDesign, Illustrator, and Acrobat.
- Proficiency in Canva for creating visually appealing graphics and presentations, including knowledge of its features, tools, and templates.
- Knowledge of email marketing software such as Constant Contact or a similar program.
- Proven knowledge of communications and marketing ethics and best practices.
- Valid driver's license.

#### Preferred Qualifications

- Familiarity with the community/region and the individuals, businesses, and non-profit organizations.

To apply, please email a cover letter, resume, and three professional references by April 15, 2024, to [makennae@mcfks.org](mailto:makennae@mcfks.org).