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| <b>POSITION DESCRIPTION TITLE</b> | <b>Assistant Marketing Manager</b>          |
| <b>FUNCTION</b>                   | <b>Marketing/Communications/Development</b> |
| <b>LOCATION</b>                   | <b>Chicago, IL or Remote</b>                |
| <b>REPORTS TO</b>                 | <b>Digital Marketing Manager</b>            |
| <b>STATUS</b>                     | <b>1.0 FTE, Exempt</b>                      |
| <b>DATE</b>                       | <b>April 2021</b>                           |

### **We are hiring!**

Do you want to make a big impact on the lives of kids, schools, families, and communities? Do you dream of being in a job that enables you to collaborate with others to implement change and make a difference? If so, this is your chance to make that dream come alive! Read on because Action for Healthy Kids® (AFHK) is looking for some awesome talent to join our team as an **Assistant Marketing Manager**.

### **YOU: What is the opportunity?**

The Assistant Marketing Manager plays a role in the success of Action for Healthy Kids by assisting the Marketing/Communications & Development team, under direction from the Digital Marketing Manager, in executing tasks that help build awareness of our brand and key issues related to our work. This role involves using our digital platforms to create content and drive engagement, as well as collaborating with other teams on work that meets core marketing, communications, and development needs.

### **US: Who are we?**

Action for Healthy Kids is a national nonprofit organization raising the bar on the health of the whole child to extraordinary levels across the country. AFHK mobilizes school professionals, families and communities to take actions that lead to healthier children. We partner with dedicated supporters — teachers, students, moms, dads, school wellness experts and more—from within the ranks of our 140,000+ constituency to create healthy environments for kids. We are committed to generating holistic changes with a focus on serving students from underserved communities. Our new, exciting strategic plan will guide our work over the next ten years as our small but mighty team tackles some of the most important issues facing our kids. Please visit us at [www.ActionforHealthyKids.org](http://www.ActionforHealthyKids.org).

### **What you'll do: Key responsibilities**

- Use digital platforms to create content and drive engagement.
- Execute tasks that help build awareness of our brand.
- Collaborate with other teams to meet core marketing, communications, and development needs.
- Help grow social media channels by researching and executing follower growth strategies, including regular posting.

- Regularly update website content to keep it current on upcoming events/programs and fresh for returning visitors.
- Build monthly network emails and newsletters.
- Gather weekly and monthly marketing and communications analytics/metrics.
- Manage design request process.
- Keep our data asset management system (DAM) up-to-date by organizing and tagging photos and files.
- Help coordinate impact story process, including documentation, follow-up, asset gathering, and more
- Update and/or create deliverables for key programs, such as school grants, funder impact reports, etc.
- Support the Development team in prospect research for institutional and individual giving donor prospects.

#### **Education/Experience/Qualifications:**

- Bachelor's degree required
- A minimum of 1-3 years of experience working in non-profit marketing and/or development organizations and/or corporate experience integrating work with non-profits
- Experience with marketing activities including (but not limited to) website management, social media, email marketing, copywriting and editing, and/or other similar skills
- Clear, precise, and compelling writing skills
- Critical thinker with demonstrated problem-solving skills
- Graphic design skills preferred
- Detail-oriented, organized, and thorough
- Ability to maintain and track multiple tasks and timelines and to communicate priorities and progress
- Experience with CRM and marketing automation tools desirable
- High proficiency in all areas of Microsoft Office (including Outlook, Word, Excel and PowerPoint)
- Project management skills and experience preferred
- Collaborative and works well with others while balancing an ability to be an independent self-starter to drive projects forward

#### **What's in it for me?**

- Competitive salary in the marketplace
- Medical/dental/vision insurance
- Short- and long-term disability insurance
- Life and AD&D insurance
- Flexible spending account
- 403b (match up to 4%)
- Generous PTO, summer hours and paid paternity/maternity/adoption leave
- Professional development opportunities
- Work with a talented team of professionals
- Ability to work remotely

- Opportunity to travel to school sites, partner meetings and donor events when safe to do so. (All business travel is currently suspended due to COVID-19).
- Job Location: Chicago-area preferred, but open to consider full-time remote in other metro market.

To apply, please submit a resume, a thoughtful cover letter describing your interest in AFHK and how your past experience has prepared you for this role, and at least one writing sample to [careers@actionforhealthykids.org](mailto:careers@actionforhealthykids.org) with **Assistant Marketing Manager** in the subject line. Action for Healthy Kids is an equal opportunity employer.