



JOB DESCRIPTION
Marketing Services Specialist (Part-Time)

I. Objectives:

The Marketing Services Specialist (20 hours/week) is responsible for supporting the communications department's projects/initiatives and operations. This position will develop/improve and implement the policies/procedures and systems needed to support strategic communications objectives, projects, and day-to-day operations of the communications department. The position will work closely with the Communications Director to ensure that the projects/initiatives and scope are appropriate and completed on schedule and within budget.

II. Supervision:

This position reports directly to the Communications Director. The Marketing Services Specialist does not manage any other positions.

III. Responsibilities:

- A. Collaborate with the Communications Director to assess, implement and continuously improve the systems and policies/procedures needed to support strategic communications objectives and projects.
- B. Develop, maintain and manage calendars for communications projects and initiatives.
- C. Assess, implement and manage systems for reviewing and updating print materials and digital content.
- D. Assess, implement and manage story bank and photo bank systems.
- E. Optimize all digital communications (website, CRM, social platforms) to support strategic objectives, staying abreast of best practices and changes to platforms. Track, measure and report on performance.
- F. Help protect and maintain Children's HeartLink brand and message in all aspects of communications, special events and related activities.
- G. Oversee list segmentation for annual report, fundraising appeals and other initiatives.
- H. Assist with communications for annual fundraising gala.
- I. Other duties as assigned.

IV. General Office Responsibilities:

- A. Attend and participate in staff meetings, retreats and special sessions.
- B. Participate in annual performance review.
- C. Stay abreast of industry trends and news.

V. Required Experience and Skills:

- A. Bachelor's degree
- B. Minimum 3 to 5 years of relevant experience (e.g., project management, marketing services)
- C. Strong written and verbal skills. Strong attention to detail.
- D. Experience using a CRM for audience segmentation and communications.
- E. Experience using social media as part of a comprehensive communications plan.
- F. Excellent communication and interpersonal skills; ability to work effectively and collaboratively with diverse groups of people.
- G. Ability to work with others as a team and in support of a positive work culture.
- H. Ability to deal with ambiguities and changing priorities.

VI. Preferred Experience:

- A. Experience in a nonprofit setting
- B. Experience in a medical or global health setting

Qualified candidates should submit their cover letter indicating salary requirements, résumé and contact information for three references to: kate@childrensheartlink.org