



JOB DESCRIPTION

Job Title: Marketing and Communications Associate Prepared By: Human Resources
Reports to: Marketing Manager Approved By: VP of HR
FLSA Status: Non-Exempt Date: June 2018

Donor Network West's mission is to save and heal lives through organ and tissue donation. We honor and respect the donors and families we serve with compassionate care, and inspire our communities to donate life. Every employee at DNW is responsible for fostering an organizational culture that is based on collaboration, support, and service. This includes being a proactive team player who strives for excellence by upholding the Donor Network West's core values of Teamwork, Integrity and Passion.

GENERAL JOB FUNCTION

The Marketing Communications Associate is responsible for supporting Partner Development staff with campaigns and special projects which promote donor designations on the donor registries, assists with fund development activities and events and communicates the benefits of organ and tissue donation and transplantation in the communities served by Donor Network West.

JOB DUTIES AND RESPONSIBILITIES

- Researches and compiles data as it pertains to community education, communications, media and/or volunteer programs.
- Assists in event coordination including, but not limited to, developing themes and concepts for events, execution of support materials for events and campaigns, information gathering, materials requests, logistics coordination and follow-up.
- Assists with volunteer program trainings, training materials, and communications.
- Assists in communication strategies such as media engagement, special media events and targeted media plans.
- Provides input on content of marketing materials, social media sites, website, newsletters and other publications.
- Other duties, as requested.

QUALIFICATIONS



To perform this job successfully, an individual must be able to perform each essential duty. The qualifications listed are representative of the knowledge, skill, and/or ability required. This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Possess high organizational skills and exhibit resourcefulness.
- Ability to communicate and present information effectively and concisely within a team environment. Excellent written, visual, and verbal communication skills.
- Demonstrate initiative to suggest and implement ideas which lead to achievement of department and DNW objectives.
- Possess strong interpersonal and priority-setting skills to identify and determine steps needed to accomplish assigned tasks and execute them.
- Keep supervisors and colleagues informed of progress while maintaining deadlines.
- Ability to work in a fast-paced, dynamic environment and adjust to new priorities as required.

EDUCATION AND EXPERIENCE

- Junior, senior or graduate college student majoring in communications, journalism, visual arts, marketing, or public relations.
- Bilingual ability both written and spoken in Spanish and English is highly desired. Prefer experience in marketing, sales, social media, and/or video and photo abilities, including postproduction.
- Previous assistant-level and/or college level experience in marketing communications desired.
- Proficient in all Microsoft Suite products including Word, Excel and PowerPoint. Salesforce & Adobe InDesign/Photoshop/Illustrator/Suite experience a plus.
- Available to work a minimum of 10 hours per week and at least 2 days per week for the duration of at least 3 months.
- Must have ability to travel within the Donor Network West service area by car. Must maintain a valid California driver's license and current vehicle insurance based on California minimum insurance coverage standards.

PHYSICAL DEMAND OF WORK

On file in Human Resources.



EMPLOYEE ACKNOWLEDGEMENT

I acknowledge that I have received and reviewed the job description for my position and I feel that I can meet the requirements with or without reasonable accommodations. I understand that this job description is intended to describe the general content and requirements of the job and that it is not an exhaustive list of all duties, responsibilities and requirements of this position. I understand that Donor Network West has the right to revise this job description at any time.

Employee
Signature:

Date:

Employee Name
(Print):

Date:
