

**JEWISH FAMILY SERVICES  
WORK STUDY JOB DESCRIPTION**

**JOB TITLE:** Work Study—Marketing  
**JOB STATUS:** 10-20 hrs per week  
**DEPARTMENT:** Development and Marketing  
**REPORTS TO:** Marketing Coordinator and Graphic Designer  
**LOCATION:** JFS Building & Remote (temporarily)

**PURPOSE/SCOPE OF RESPONSIBILITY**

This position assists the Marketing Coordinator and Graphic Designer in the development and implementation of marketing strategies for fundraising activities and business development that promote consistent and compelling messaging. This includes design work (logos, invitations, brochures, ads, and other materials for multiple brand identities within the agency, videography, marketing initiatives including social media development). This position is also assists for web design and content management.

**ESSENTIAL DUTIES, RESPONSIBILITIES, & COMPETENCIES**

1. Assists in the creation of and management of the agency's marketing strategy.
2. Assists in designing print fundraising/marketing campaigns.
3. Assists in the creation of flyers, invitations, social media graphics, advertisements, and other materials for fundraising activities and program service areas.
4. Management of social media platforms, including analytics.
5. Assists in maintaining the agency website, creating a new website, and management of online presence.
6. Assists in designing advertisements for community newspapers.
7. Assist in the preparation of media materials for distribution. (i.e. copying, filing, mailing, e-mailing)
8. Assists in the assembly of media and donor kits for events and meetings.

9. Edits and maintains the digital photo library and general digital library.
10. Assists in film production shooting and photography production.

### **QUALIFICATIONS**

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily and requires some experience. **Please note that in absence of required experience in some areas, training will be provided.** Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.*

- Current student undergoing a Bachelor's degree or Associates degree in a related field
- Ability to design and build within CMS systems (WordPress – Divi & Wix)
- Knowledge of graphic design (Adobe Creative Suite: Illustrator, Photoshop, Lightroom for print, digital and web)
- Knowledge of video and photography production (DSLR & Mirrorless cameras, sound recording, editing on Adobe Premiere or similar)
- Knowledge of Social Media (Hootsuite, etc)
- Knowledge of or willingness to learn email marketing (Constant Contact) or similar
- Knowledge of Microsoft Office Suite (Word, Excel, PowerPoint, etc)
- Knowledge of or willingness to learn event planning

Other required skills:

- Ability to carry film equipment (Cameras, Tripod, Microphone, etc)
- Ability to carry boxes (20-30 lbs) of flyers, brochures, etc
- Ability to work within a team and on multiple projects simultaneously
- Ability to work with large teams effectively.
- Ability to manage multiple short and long-term projects concurrently.
- Knowledge of best practices in message development, media relations, graphic design, video, websites, social media, print publications, event planning, and use of market research.
- Ability to work on and off site during COVID