

DIGITAL MARKETING ASSISTANT

ElderHelp's Mission & Values

ElderHelp provides personalized services and information that help seniors remain independent and live with dignity in their own homes.

Compassion ~ Integrity ~ Community ~ Accountability ~ Respect ~ Excellence

Position Summary

The Digital Marketing Assistant supports and develops ElderHelp's Culture of Philanthropy through online presence to include but not limited to social media, website, and electronic communication.

Reports to

Director of Philanthropy

Responsibilities:

- Works closely with Director of Philanthropy for development and execution of online content and strategy.
- Daily monitoring of Social Media Accounts including Facebook, Twitter, Instagram, Google Business, LinkedIn and YouTube.
- Manage posts on all social platforms—5-7 times/week with seasonal versatility.
- Cross channel flow consulting from all media sites including website, social media, Constant Contact.
- General compilation and coordination of client news, events, community involvement postings within digital marketing sites/platforms.
- Responding and engaging with fans and followers to build relationships.
- Google grant applications.
- Monthly and quarterly analytics across platforms.
- Other duties as assigned.

Education & Experience

Bachelor's degree preferred. Demonstrated knowledge of digital marketing and electronic messaging platforms; SEO and web design a plus; prefer 1-2 years experience in nonprofit marketing; excellent written and verbal communication skills.

Salary

This is a part-time position of 5-10 hours/week; salary depends on experience

How To Apply

Submit cover letter and resume to Gretchen Veihl gveihl@elderhelpofsandiego.org No phone inquiries please.

This Job Posting is intended to describe the general nature and level of work being performed. It is not meant to be construed as an exhaustive list of all responsibilities, duties and skills required by this job classification.

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