



**Marketing Assistant  
Job Announcement  
9.18**

Make-A-Wish Greater Bay Area is a wish granting organization. Together, we create life-changing wishes for children with critical illnesses. Our Chapter serves children from Monterey to the Oregon border and anticipates fulfilling over 400 magical wishes this year. Each wish is unique and is the dream of a child battling a critical illness. The resulting smiles speak volumes to the healing effects of a wish come true.

Make-A-Wish Greater Bay Area is seeking a collaborative, creative Marketing Assistant who is passionate about our mission. Your experience helping an organization with its PR, marketing and writing will suit you well in this position as our team helps support our colleagues' communications needs. In this role you will also be responsible for website maintenance, social media content and tracking, PR support and coordinating with other service providers. The Marketing Assistant role is a full-time, non-exempt (hourly) position reporting to the Marketing Director.

**Areas of Responsibilities:**

**Collateral Production**

- Assist Marketing Director with copy writing for various collateral
- Select and edit photos (color correction, resizing, cropping, etc.)
- Manage all aspects of collateral production (securing bids for printing, pre-production proofs, managing deadlines)

**Website Management**

- Execute all website updates (using Sitecore CMS and HTML), working with Marketing Director and other departments for content
- Update and manage special event websites using Weebly
- Track website traffic, conversions, etc. via Google Analytics and adjust strategy as necessary

**Social Media Management**

- Create and oversee all Make-A-Wish Greater Bay Area social media channel content and communication following established brand voice and image standards
- Maintain editorial calendar/schedule of upcoming posts
- Social media advertising: create and monitor targeted paid social posts to promote MAW events and other initiatives, staying within established monthly budget
- Track analytics (engagement, follower growth, etc.) across all social media platforms

**Email Marketing**

- Track email analytics (open rates, click throughs, etc.)
- Write and gather written content

**Campaigns/Events/Wishes**

- Build peer-to-peer fundraising pages and social media ads to support campaigns and external events
- Support corporate fundraising campaigns
- Identify and secure Speaker's Bureau volunteers for events
- Schedule/coordinate photographers and videographers for wishes and events

**Other duties as assigned**

**EXPERIENCE & SKILLS:**

- BA or equivalent
- 1+ years in marketing, communications, or PR, preferably with an agency or nonprofit
- Strong writing skills preferred
- Good attention to detail—we are meticulous in the way we communicate our brand
- Experience with print and digital collateral design
- Experience managing and analyzing an organization's social media accounts

- Working knowledge of HTML/CSS preferred; experience with Sitecore or similar CMS a plus
- Strong knowledge of email design; experience with Luminata a plus
- Must be extremely well organized, work well under pressure and meet deadlines
- Must be customer-service oriented, be a team-player and assist with all Make-A-Wish projects as required
- Experience editing videos a plus
- Familiarity with The Raiser's Edge a plus
- Ability to lift 40 lbs
- Rare evening and weekend commitments required
- Valid CA Driver's License and access to personal car for rare travel

**TO APPLY**

Send a letter of interest and resume to:

Marketing Assistant Search

Make-A-Wish Greater Bay Area

[jobs@sf.wish.org](mailto:jobs@sf.wish.org)

Office Location

1333 Broadway, Suite 200

Oakland, CA 94612

*No phone calls, please. Position is opened until filled, EOE.*