



The Matthews House  
Growing Stronger Together

## Marketing Associate

<b>Reports to:</b>	Development Director
<b>Job Location:</b>	Fort Collins, Larimer County
<b>Status:</b>	Full-time; Non-Exempt
<b>Pay Range:</b>	\$20-24/hour (plus benefits)

*This posting will close on Monday, August 5, 2024.*

**The Matthews House Mission: Empowering youth and families through connection, self-efficacy, and independence.**

**The Matthews House Vision: A community that is aware, belongs, and is self-sufficient.**

**The Matthews House Values: Relationship-centered, Assume the best of people, Own your role, Innovation, Remain curious**

We are seeking a committed and relationship-centered individual to join our team as a Marketing Associate. In this role, you will be responsible for developing and implementing marketing strategies, creating engaging content, and supporting various marketing initiatives to enhance the visibility and impact of The Matthews House. Your work will enable you to make a meaningful impact on the lives of those we serve and will contribute to the positive, supportive work culture at The Matthews House.

### Qualifications:

- Bachelor's Degree from an accredited college or university. Experience and/or formal accreditation programs may be substituted for formal education.
- Proven experience in marketing, communications, or a related field.
- Strong writing and content creation skills.
- Proficiency in social media management and digital marketing tools.
- Excellent organizational and time management skills.
- Ability to work independently and as part of a team.
- Demonstrates cultural sensitivity and compassion.
- Skilled in using word processing, database, and presentation software.
- Familiarity with design software such as Adobe Creative Suite is a plus.
- Must have reliable transportation.
- Must pass an FBI fingerprint screening and other background checks.
- Ability to translate from English to Spanish is a plus.

### Responsibilities:

The minimum performance expectations include, but are not limited to, the following:

- Develop and execute marketing plans to promote The Matthews House's programs and events.
- Create compelling content for various platforms, including social media, website, email newsletters, and print materials.
- Manage social media accounts, including content creation, posting, and engagement.
- Assist in organizing and promoting events, including community outreach and partnerships.

- Collaborate with the design team to produce marketing materials such as flyers, brochures, and campaign graphics.
- Monitor and analyze marketing campaign performance and provide recommendations for improvement.
- Maintain and update the organization's website with current content and information.
- Support fundraising efforts through targeted marketing campaigns.
- Conduct market research to identify trends and opportunities for growth.
- Assist with other marketing-related tasks as needed.
- Support and maintain the positive culture of The Matthews House and uphold agency values: relationship-centered, assume the best of people, own your role, innovation, remain curious.
- Communicate professionally through written documentation and verbal communication.
- Ensure all services provided are within the Matthews House guidelines and policies.
- Perform other duties as assigned.

**Schedule & Work Environment:**

- The Matthews House offers a flexible work schedule that can fit the applicant's needs.
- Some evenings and weekends may be required to fulfill the duties of this position.
- Services will be provided throughout Larimer County on occasion.

**BENEFITS:**

- Health insurance (medical, dental, vision) with employer contribution
- 401(k) with 3% match by employer
- Paid time off, plus holidays
- A mission-driven environment with strong staff culture

**EQUAL OPPORTUNITY EMPLOYMENT & AFFIRMATIVE ACTION**

The Matthews House is dedicated to the principles of equal employment opportunity in any term, condition, or privilege of employment. We do not discriminate against applicants or employees on the basis of age, race, sex, color, religion, national origin, disability or any other status protected by state or local law.