



Marketing Development Specialist Position

The Marketing and Development Specialist will serve as a full time salaried employee reporting to the Marketing and Development Director, while also working with the President/CEO and management team to create the organization's marketing content and branding of external facing collateral. The Marketing and Development Specialist must have strong creative and professional writing skills and will work with the Marketing and Development Director to brainstorm and create social initiatives and marketing strategies to grow the organization's brand and increase donor engagement and donations. This position will partner with management to help coordinate or take lead on all agency fundraising and development activities. In addition, the Marketing and Development Specialist will work as an integral member of the Choice in Aging and management team to ensure we meet our goal of providing the highest quality of services which enable frail elders and adults with disabilities to meet CiA's mission of promoting dignity and independence for those in need.

Qualifications:

- Bachelor's degree, preferably in communications, marketing or nonprofit administration with two years of experience working in nonprofit or executive administrative role.
- Advanced general computer skills as well as those specific to collateral creation, social media, fundraising and marketing platforms. Must have basic video, editing and photography skills.
- Ongoing skill and trend training and education.
- Experience and proficiency with graphic design, social media, & website management (Wordpress). Proficiency in Adobe Photoshop, Illustrator, or Canva strongly preferred.
- Prefer fundraising, event planning and development skills.
- Must be fully vaccinated.

Job Type: Full-time (40 hrs/week Non-Exempt)

Monday-Friday (Closed on all major holidays)

Hourly Rate: \$24.00-\$28.00 per hour

*Application: Email resume and cover letter to: employment@choiceinaging.org Fax resume: 925-849-1784 Subject Line: *Title of Open Position* Note: The recruitment timeline for this position may vary and depend on many factors and we appreciate your patience during this process. Due to the high volume of applicants, we will only be contacting those candidates whose qualifications most closely match our requirements for the position. No phone calls please. Visit www.choiceinaging.org to learn more about Choice in Aging. Choice in Aging is an Equal Opportunity Employer.*