



Beacon of Hope
Crisis Center

Marketing and Social Media Assistants

As in other companies, a Marketing Assistant has a crucial role. The assistant analyzes, plans, projects, and evaluates the visibility of Beacon of Hope and to what extent our words are coming across. They allow us to get to more victims, donors and volunteers. They are a source of continual growth.

Primary Responsibilities:

- Assisting with digital tasks to enhance the exposure of the organization
- Providing creative ideas to enhance exposure of the organization
- Managing the editorial calendar
- Creating written and visual content (blog, CRM, social media, flyers, etc.)
- Assisting with social media strategies and posting
- Assisting with weekly update to website and all marketing channels
- Providing marketing tracking and research information by collecting, analyzing and summarizing data and trends
- Insuring the alignment of our marketing goals with our mission and vision
- Assisting the team with marketing related requests
- Distributing marketing material in the community

Skills:

- Knowledge of coding, animation and video
- Knowledge of buffer, twitter, Facebook, LinkedIn, MailChimp and similar tools
- Analyzing information and informing others
- Organization skills
- Statistical analysis and general math skills
- Data Entry skills
- Creativity
- Proactivity
- Sales skills

Required Qualifications:

SERVING DOMESTIC VIOLENCE VICTIMS SINCE 2009

317.731.6131 *office* | 317.731.6140 *crisis line* | 317.731.6132 *fax* | P.O. Box 34318 Indianapolis, IN 46234

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- Working knowledge of Microsoft suite including Word, Power Point and Excel
- Excellent typing skills
- Commitment to non-violent and cooperative work environment
- Commitment to providing quality and equitable services to all clients regardless of race, ethnicity, sex, gender identity, religion, age or sexual orientation
- Ability to pass a criminal background check
- Ability to do online research

Preferred Qualifications (not required)

- Fluency in Spanish
- Bachelor's degree in marketing, communication or related field OR previous experience in the field

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