



## Marketing Assistant Development & Marketing Department

<b>Job Title:</b>	Marketing Assistant
<b>Department:</b>	Development & Marketing Department
<b>Reports to:</b>	Marketing Manager
<b>FLSA Status:</b>	Part Time, Hourly, Non-Exempt
<b>Hours:</b>	20 hours per week

### About Miracles for Kids:

Miracles for Kids is a 501(c)(3) nonprofit organization serving families with critically-ill children receiving treatment at one of four affiliate hospitals: CHOC Children's in Orange, Children's Hospital Los Angeles, Mattel Children's Hospital UCLA, and Benioff Children's Hospital in the Bay Area. By operating programs that provide financial aid, basic needs, and wellness to patients and their families, Miracles for Kids creates stability when families are crumbling from the financial and emotional devastation of fighting for their child's life. Founded in 2002, Miracles for Kids operates one office in Tustin, CA and a subsidized apartment complex, Miracle Manor, in Orange, CA.

### Job Overview:

The Marketing Assistant is responsible for providing support to the Development & Marketing Department with a primary focus on the marketing efforts of the organization. This position is a great opportunity to gain experience in organizing campaigns and developing marketing strategies utilizing a variety of communication channels, including social media, website, mobile app and email marketing as well as design work to develop fliers, signage and other branded collateral. The position will support these efforts in addition to assisting with reporting, content writing, and a variety of departmental administrative tasks.

### Job Duties:

- **Website** – Assist with ongoing audit of miraclesforkids.org and related event microsites to ensure content is up to date
- **Social Media** – Help generate content, assist in maintaining ongoing editorial calendar, gather stats and reports, and provide support in the general management, monitoring and interaction of the Miracles for Kids brand within Facebook, Instagram, Twitter, and LinkedIn
- **Email Marketing** – Help maintain master email list and monitor email performance for reporting purposes
- **Writing and Copyediting** – Create and perfect various forms of marketing and fundraising communications
- **General Branding** – Organize and archive press clippings, photography database, photobooks, etc
- **Event Support** – Attend key Miracles for Kids events to assist with branding aesthetics and capturing photos

### This Job Is For You If You:

- Are organized, hardworking, detail-oriented, and willing to roll up your sleeves
- Are a deadline-driven, self-starter with an analytical mindset and problem-solving ability
- Can communicate effectively with your co-workers, external donors and volunteers
- Proficient in Microsoft Office (Word, Excel and PowerPoint) and willing to gain experience in new systems, including MailChimp, Survey Monkey, Word Press, InDesign and Photoshop
- Have an interest in marketing/communications and developing related skills
- Are seeking a position that provides professional growth while also giving back to an underserved segment of our community in great need

**Work Environment:**

Part-time, 20 hours per week at the Miracles for Kids office in Tustin, CA.  
Occasional evening and weekend hours.

**Interested? Apply Today!**

- Please email your cover letter and resume to [info@miraclesforkids.org](mailto:info@miraclesforkids.org).
- In your cover letter please explain why this position appeals to you and indicate your hourly wage expectations.

*The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and required skills. Job Description may be subject to change to meet the needs of the organization. Employment with Miracles for Kids will be "at will," meaning that either the employee or Miracles for Kids may end employment at any time and for any reason, with or without cause.*