



## JOB DESCRIPTION

<b>POSITION/TITLE:</b>	<b>MARKETING ASSOCIATE</b>
<b>GROUP:</b>	Marketing
<b>SUPERVISOR:</b>	Director of Marketing and Communications
<b>JOB STATUS:</b>	Exempt, Full Benefits
<b>HOURS:</b>	Full-time; 40 hours per week: 100% FTE

### SUMMARY DESCRIPTION:

HighScope seeks an ambitious, creative, and innovative professional who has a passion for early childhood education and marketing. This is an entry-level position that gives candidates the opportunity to learn and grow their marketing and administrative skills in the education/non-profit industry. Organizational ability is a must. Candidates who are able to switch between duties with ease will be successful. He or she will perform the required administrative duties for the department and provide support for marketing tactics as needed.

### ESSENTIAL FUNCTIONS/DUTIES:

- Support and engage with customers daily across various platforms.
- Regularly support marketing as well as the sales team by coordinating marketing materials and executing the delivery for customer and industry events.
- Utilize WordPress to maintain and update website content.
- Update and support digital presentations for industry trade show events and internal teams as requested.
- Lead the initiative to identify and order marketing promotional items.
- Support marketing campaigns by managing customer data and maintaining, updating, and creating lists through data entry across various platforms.
- Provide on-site support for the four-day annual International Conference in Detroit, Michigan including assisting with onsite registrations, information, and general logistical requests.
- Attend to general office support duties including maintaining supplies, filing, processing and tracking invoices, and related tasks.

### NONESSENTIAL FUNCTIONS/DUTIES:

- Regularly expand understanding of the HighScope market, products, and service offerings.
- Make design edits to print or digital marketing materials as needed.
- Attend and support industry conferences and events (local and national).
- Attend various training seminars as needed to improve skills.
- Support other marketing functions as needed (e.g., marketing emails, social media content).

- Perform other duties as assigned.

#### **JOB QUALIFICATIONS:**

##### Education/Experience:

- BA/BS degree or equivalent in marketing, business, or communications is required
- Proficiency in Microsoft Office products, particularly Excel, PowerPoint, and Word
- Familiarity with design tools such as Adobe Creative Suite
- Familiarity with WordPress or other website content management platforms
- Familiarity with implementing marketing metrics and analytics tools
- Social Media experience in a business setting
- Experience in website maintenance helpful

##### Knowledge, Skills, Abilities:

- Ability to complete simultaneous, detail-oriented projects with multiple deliverables and stakeholders
- Ability to effectively collaborate with colleagues via face to face, conference calls, and online meetings
- Effective work habits: self-motivated; ability to prioritize tasks, meet deadlines, and work under pressure
- Accountable and achievement-oriented; team player with a positive customer-focused (internal/external) attitude
- Demonstrate a high level of personal and professional integrity and demeanor
- Organization skills: attention to consistency and detail, efficient
- Solid written and verbal communication skills
- Flexible and adaptable approach to work demands
- Knowledge of general office practices, procedures, and equipment
- Fluency in Spanish a plus
- Familiarity with field of early childhood education helpful; interest in developing knowledge and understanding of HighScope philosophy, curriculum, and educational approach

##### Other Qualifications/Requirements (i.e. Licenses/Certifications, Travel, Lifting, etc.):

- Willingness and ability to travel, including overnight (with advanced notice)
- Physical actions performed frequently: repetitive hand motions such as typing or stuffing envelopes, sitting, standing, walking, reading, climbing stairs, conversing/listening, using the telephone, using a computer
- Ability to lift and carry boxes up to 35 lbs.
- Valid driver's license with reliable transportation

**DISCLAIMER** - The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Management reserves the right to revise the job description at any time.