
Marketing Specialist

You are a natural go-getter and communicator with a go-with-the flow personality and strong creative sense. Focused and fun, you have a passion for sharing good news while finding ways to earn media and generate social media sensations. Your drive and proactive approach ensures our programs including 2-1-1/Information and Referral, 24/7 Hotline, Sexual Assault & Victim Services, Suicide and Violence Prevention Education and Connections Volunteer Center are accessible to any audience. Throughout the year, your optimism and energy will remain strong as you market and manage several aspects of both internal and external messaging campaigns and events. Collaboration and communication are your core competencies, ensuring that all those who seek solutions at HelpLine have an inclusive, respectful and engaging experience.

As a contributing member of a high-performing team – you'll report to an equally enthusiastic and results-oriented Marketing and Development Director.

REQUIREMENTS

- + Bachelor's Degree in Marketing, Communications and/or Public Relations, or commensurate experience
- + Minimum of three years of previous experience within Marketing, Communications, Public Relations and/or Social Media Management.
- + Web management (WordPress, GoDaddy, PHP and HTML) and email platform experience
- + Proficiency in social media platforms including Facebook, Instagram, Twitter, Hootsuite and Constant Contact; experience with design programs including Adobe Photoshop, InDesign, Illustrator, MS Publisher and Canva.
- + Ability to meet deadlines, prioritize and work collaboratively on a fast-paced dynamic team.
- + Exceptional verbal, written communication and public speaking skills.
- + Commitment to the mission of HelpLine.

RESPONSIBILITIES

- + In partnership with the Marketing Director, support the development and implementation of the marketing and development plans.
- + Coordinate day-to-day activities that lead to the completion of projects and tasks.
- + Curate and create content that tell the story of HelpLine and all its subsidiary or affiliated programs.
- + Organize the production of promotional branded items in support of outreach events and special programming.

- + Assist with the coordination of the HelpLine Annual Meeting, Guardians for Good and other special events.
- + Manage special projects and outreach campaigns, with input from the Marketing and Development Director.
- + Building relationships with media, vendors, consultants and key stakeholders.
- + Set up tracking systems for marketing campaigns and social media activities.
- + Investigate new media, technology and social media platforms.
- + Other duties as assigned by the Marketing and Development Director.

WHY WORK FOR HelpLine?

- + Competitive salaries with personal growth and professional development opportunities
- + HelpLine values diversity, inclusion and strives for a healthy work/life balance
- + Mileage benefit for all work-related travel
- + Paid time off and vacation days – including quarterly mental health days.

HOW TO APPLY

Send a resume and cover letter by **April 22, 2022** to Tamika Vinson-Reid, Marketing & Development Director, at tvinson@helplinedelmor.org or to 11 N. Franklin Street, Delaware, OH 43015. EOE

ABOUT HelpLine

As the community's only 24/7 resource, we are the go-to for supporting and empowering change. Our highly trained specialists offer compassionate support to help meet the needs of anyone in crisis, connecting them with the right resources and empowering them to thrive. Our prevention programs address suicide and depression, sexual assault, child sexual abuse and family violence to influence change in our community. These programs are rooted in our relationships with local non-profits and agencies, giving us the connections and knowledge to get community members the support, education and volunteer opportunities they're looking for. HelpLine is a contract provider of the Delaware-Morrow Mental Health and Recovery Services Board and partially funded by SourcePoint. A United Way Partner, HelpLine is accredited by the American Association of Suicidology, National Alliance of Information & Referral Systems and certified by the Ohio Department of Mental Health and Addiction Services. For more information, visit: www.HelpLinedelmor.org.