

Marketing and Design Coordinator

Our Mission: To provide comprehensive support and advocacy for people with ALS and their families, while advancing research for new treatments and an end to ALS.

Location: Portland, Oregon. Hybrid. In office and home. Percentages TBD.

Reports To: Development Director: Gifts and Communications

Job Status: Full-Time, Exempt

Salary: \$52,000-\$57,000 DOE

Benefits: Individual health, dental, vision, EAP, retirement match, long term and short-term disability benefits. 10 paid holidays, generous PTO package, parental leave, professional development and more.

Your Opportunity: ALS Northwest seeks a skilled Marketing and Design Coordinator to coordinate marketing and design activities across our organization from fundraising events and campaigns, to the creation of materials to support our mission-based work in the community. This role requires experience with print design as well as digital and email marketing.

Responsibilities

Marketing (45%)

- Build and design all email communications (Luminate Online).
- Oversee communications calendar – collaborating with all departments to maintain schedule
- Collaborate on social media content and strategy (Facebook, Instagram, Threads, X, LinkedIn, YouTube)
- Manage and design social media ad campaigns
- Provide support for online live video promotions
- Provide reports through Google Analytics, Meta Business Suite and Luminate Online (email)
- Support and promote Chapter education and awareness events and live streaming of those events.

Design (45%)

- Design all event materials: including invitations, postcards, sponsorships packets, programs, posters, slide decks, brochures, etc.
- Design direct solicitation letters and print and e-newsletters
- Assist with website design and update as needed using Wordpress.
- Design additional marketing collateral as needed (infographics, posters).
- Act as primary contact for print and mail house.



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Administration (10%)

- Maintain all design files, archives and photos
- Participate in planning for marketing and communications for the organization.

Position Skills and Requirements

- At least two years of experience with the Adobe Creative Suite (including InDesign, Photoshop, Illustrator, and Acrobat)
- Experience working with HTML
- Experience using WordPress
- Bachelor's degree (or equivalent experience)
- 1-3 years professional experience in marketing and communications with an understanding of nonprofit organizations.
- Strong sense of graphic standards
- Knowledge of the printing process and ability to see projects from concept to completion (i.e. brochures, annual reports, postcards, print and web advertisements)
- Experience working with print houses, AV companies and outside vendors.
- Strong writing and editing skills, attention to detail and ability to meet deadlines.
- Self-starter who is results-oriented with a commitment to accountability and follow-through.
- Strong organizational skills, prioritizes and manages multiple priorities and projects.
- Analyzes information and makes timely, appropriate decisions.
- Demonstrates high level of integrity, diplomacy and initiative.
- Strong problem-solving skills and systems thinking.
- Experience with Luminare Online a plus.
- A comfort-level and understanding for people and families dealing with serious medical conditions.
- Able to walk, climb stairs and lift 25 pounds or more.
- Able to work some nights and weekends as needed and use own and rental vehicle for work travel. Must travel and fly when needed for work purposes throughout all of Oregon, SW Washington, as well as out of state.

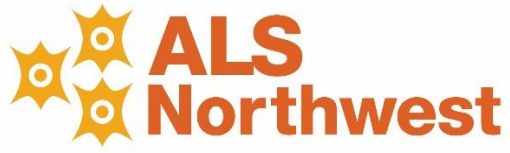
Interested candidates should submit a cover letter and resume to:

amy.easton@alsnorthwest.org.

Application open until Thursday, Feb. 29, 2023.

Applicants chosen for interview will also be asked to provide a portfolio of previous work.

ALS Northwest is an equal opportunity employer and believes that each team member makes a significant contribution to our success. That contribution should not be limited by the assigned



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responsibilities outlined in a job description. Therefore, this job description is designed to outline primary duties, qualifications and job scope, but not limit the incumbent nor the organization to just the work identified. It is our expectation that each team member will offer his/her services wherever and whenever necessary to ensure the success of our endeavors.