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| <b>Job Title:</b>                | <b>Marketing Associate</b> |               |
| <b>Position Type and Status:</b> | <b>Regular</b>             | <b>Exempt</b> |

**JOB PURPOSE:**

Under the direction of the Marketing Manager, AIM's Marketing Associate will support campaigns and initiatives that attract new donors and engage current donors by leading digital marketing efforts, creating compelling copy for AIM's marketing materials, and assisting in implementing AIM's annual marketing plan.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** (i.e. those which are basic, necessary, and an integral part of the job, are indicated below.)

- Manage, enhance, and grow AIM’s social media presence
- Manage email marketing including design, copy, and segmentation using Mailchimp
- Write content on AIM’s website (blog, static copy, campaigns) and in print materials
- Create, monitor, and maximize Google Ads and Facebook ads
- Lead the execution of AIM’s SEO strategy
- Brainstorm with Marketing Manager on how AIM can continually reach new donors and increase engagement with current donors
- Assist in implementing AIM’s marketing plan and help AIM surpass annual fundraising projections
- Assist in the creation and maximization of experiential marketing booth for events
- Liaise with Cambodian field media team to gather photos and video for digital and print marketing initiatives
- Create basic graphic design pieces for digital marketing initiatives
- Maintain organization of the Marketing team’s Dropbox folder
- Be an expert and advocate around AIM’s media policies
- Other duties as assigned

**ESSENTIAL BELIEFS AND VALUES:** (i.e. our employees align with the faith and foundation of the organization including the items listed bellow)

- Maintains a personal relationship with Jesus Christ and is a consistent witness of Jesus Christ.
- Speaks of Agape International Missions, our staff, our partners, participants in our programs, and other organizations with respect and honor across all communication platforms, faithfully praying for each.
- Acts as an Advocate for AIM and each individual AIM serves, understanding the problem, raising awareness of the need and how everyone can respond.
- Adheres to AIM’s Mission, Vision, Values and Statement of Faith.

**POSITION QUALIFICATIONS & REQUIREMENTS:**

**Key Relationships**



Reports to: Marketing Manager  
Direct Reports: Field Media Manager and Field Media Liaison

### **Education and Experience**

- Bachelor degree in Marketing, Communications, or equivalent
- 1-5 years' experience in marketing or communications

### **Skills and Abilities**

- Must be hungry to grow an organization that is successfully fighting human trafficking
- Experience using CSS and HTML a plus
- Adobe Creative Cloud experience a plus
- Effective communicator
- Idea generator
- Creative thinker
- Ability to work autonomously and take ownership and initiative
- Ability to work in a dynamic team with awesome people

### **Employment Requirements**

- Must pass pre-employment reference
- Proof legal authorization to work in the United States

### **Physical Demands & Work Environment**

The physical demands and work environment characteristics are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee will be required to travel within the US and internationally.

Physical: The employee is regularly required to talk or hear. The employee is frequently required to stand, walk, sit, bend, stoop, kneel, climb, use hands to finger, handle, or feel, and reach with hands and arms. The employee is regularly required to lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision and the ability to adjust focus.

Work Environment: The employee is regularly in an office environment with adequate light and low noise levels.