



## Marketing Associate

The Western Colorado Community Foundation (WCCF) manages over \$85 million in donated assets and distributes \$4.5 million annually in grants and scholarships (2019). This growing charitable foundation is headquartered in Grand Junction, CO and serves seven counties in Western Colorado. We are currently a staff team of nine persons and our office is in the Alpine Bank Building in downtown Grand Junction. More information at [wc-cf.org](http://wc-cf.org).

---

### **Job Overview**

This is a new position. The Marketing Associate will implement a marketing strategy to position the organization in a positive light with its current and prospective donors and to increase general public awareness about the organization and its mission. This will include coordinating production of a printed annual report and audience-specific marketing brochures, executing regular e-newsletters, planning and writing press releases, improving and updating the website, administering Facebook campaigns, organizing our participation in Colorado Gives Day and similar activities.

We are looking for an established marketing professional who wants to work part-time with flexibility in hours, works well on a team and takes responsibility for his/her duties and job performance.

---

### **Job Duties**

- Responsible for effective media promotion (earned and paid), measuring and reporting, including print, electronic and social platforms, including growing opportunities and audience, identifying new outlets, and ensuring updated contacts.
- Coordinate production of Annual Report, monthly and specialized Enews letters and other donor-engagement materials, including program investment sheets and just-in-time customized materials and mailings.
- Collect, organize, and curate scholarship and grantee impact stories and materials; engage, instruct, and work with recipients to ensure effective materials for timely updates to website and social media and special projects.
- Identify resources, sites, and tools to ensure highest level of design and engagement.
- Work with team to ensure website updates, coordinated with social media posts
- Support Local Community and other Funds in marketing their processes and grants
- Coordinate Colorado Gives Day activities for donor and community engagement.
- Ensure consistency across all internal and external communications for WCCF.
- Assist with promoting and executing donor education and other engagement events.
- Other duties as assigned.

### **Supervision and Reporting**

The Marketing Associate reports to the Director of Grants and Community Outreach and will work closely with the President and Executive Director who provides the marketing strategy, priority, and goals for the organization.

The Marketing Associate will work closely with consultants for graphic design, layout and production of written publications and video production.

### **Qualifications and Skills**

3+ years in a marketing position, experience with a nonprofit organization and understanding of the nonprofit sector preferred, but will consider the right candidate.

Familiarity with fundraising and donor relations in western Colorado.

Excellent writing skills.

Experienced with layout and design of printed and digital content.

Organized, detail oriented, deadline focused.

Experience with social media helpful but not a priority.

Basic understanding of donor engagement strategies and philanthropic communications.

Bachelor's degree required.

### **Application Process**

Interested candidates are invited to send a cover letter outlining interest in this job and our organization and a resume via mail or email by January 15, 2021.

Marketing Associate Position  
Western Colorado Community Foundation  
PO Box 4334  
Grand Junction, CO 81502

Or email [jobs@wc-cf.org](mailto:jobs@wc-cf.org) and put APPLICATION FOR MARKETING ASSOCIATE POSITION in the subject line.

Candidates selected for interviews should be prepared to submit a portfolio of marketing work, including writing samples.

No phone inquiries please.

Part-time position: 15 to 20 hours/week, with scheduling flexibility.

Salary Range: \$18.00-\$20.00/hour depending on experience.

Position to be filled in 2020 with a start date as soon as practical.