

Job Title: Marketing Encore Fellow  
Department: Marketing  
Reports To: Associate Director of Marketing  
FLSA Status: Non-exempt  
Grade: 1  
Cellphone Eligible: N/A

The Alliance for Strong Families and Communities is a strategic action network of thousands of committed social sector leaders driving to achieve a healthy and equitable society. We aggregate the very best sector knowledge and serve as an incubator for learning and innovation to generate new solutions to the toughest problems. We accelerate change through dynamic leadership development and collective actions to ensure policies and systems provide equal access and opportunity for health and well-being, educational success, economic opportunity, and safety and security. The Alliance includes its social enterprise FEI Behavioral Health.

### Summary

The Alliance is looking to hire a **seasoned professional (age 50+)** into a grant-funded, 1,000 hours per year (part-time) fellow position to support the execution of various marketing and communication initiatives including email communications, content marketing, and digital and social media deployment. This position will assist in message development, consult with other Alliance teams, and generate, and implement creative and practical marketing communications that will help the Alliance achieve its awareness, marketing, and revenue objectives.

This is a one-year, stipend position (\$25,000/year), with the possibility of extending one to two years.

Last year, the Alliance launched 10 demonstration sites within its 450-member network, to actively leverage older adults in their workforces and direct service programs through the initiative [Second Acts for Strong Communities](#). Second Acts aims to increase the number of paid and unpaid opportunities for adults age 50+ (“encore talent”), working to increase the capacity of social sector organizations and improve the lives of the children and families they serve.

The Alliance has already hired one encore fellow to support the Second Acts initiative and is looking to expand this model by hiring a marketing-specific encore fellow. Because of the Alliance’s interest in understanding more about the experience of encore fellows in



the workplace, this person may be interviewed from time to time for insights related to this experience.

**Essential Duties and Responsibilities** include the following. Other duties may be assigned.

- Develop communications and marketing materials (blog posts and articles, videos, op-eds, product and service brochures, PowerPoint presentations, etc.) that effectively attract and engage all target audiences
- Fully embrace and utilize social media to maximize reach and mission of the Alliance
- Consult on communication efforts with key Alliance executives
- Monitor, review, and report on all marketing activity, impact and results (Open rates, click-thru rates, web analytics, etc.)

### **Desired Education and Experience**

The Alliance is looking for a seasoned professional (age 50+) with transferrable skills. Previous work related to human resources, project management and marketing, and communications is desirable.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Advanced knowledge of and experience with Microsoft Office Suite (Microsoft Word, Excel, PowerPoint and Outlook)
- Advanced experience in writing and editing
- Project management experience with the ability to research, plan, and execute projects in a deadline-driven environment
- Ability to work independently as well as part of a team and establish and maintain effective working relationships with members and other team members
- Show and foster respect and appreciation for each person, whatever that person's background, race, age, gender, disability, values, lifestyle, perspectives or interests
- Ability to generate new ideas and creative solutions



- An interest in learning about and gaining exposure to human serving nonprofit structures, operations and culture; should have a passion for advancing the capacity and influence of the nonprofit sector.
- Highly collaborative with ability to influence and engage coworkers outside of formal levels of authority

### Physical Demands

The physical demands described here 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.

While performing the duties of this job, the employee is frequently required to stand; sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to walk; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

### Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

### How to Apply

Send a resume and cover letter to [jobs@alliance1.org](mailto:jobs@alliance1.org), and note the title of the position in the email subject line. No phone calls please.

The Alliance is fully committed to equal employment opportunity and to attracting, retaining, developing, and promoting the most qualified employees. The Alliance does not discriminate based on race, color, gender, religion, age, sexual orientation, national or ethnic origin, disability, marital status, veteran status, or any other occupationally irrelevant criteria.

Approved By: Human Resources Specialist

Approved Date: March 1, 2018

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