

MARKETING AND DESIGN SPECIALIST

Employee & Family Resources is seeking a Marketing and Design Specialist and Counseling Intern (Fall 2024/Spring 2025)

Interested in learning more? <https://efr.org/about/careers/> Employee & Family Resources has been named a Top Workplace in Iowa Top Workplaces for four years now. This distinction is based solely on employee feedback and is validation of our belief that employee health and well-being comes first.

Marketing and Design Specialist

The Marketing and Design Specialist is responsible for translating company objectives and goals into comprehensive and timely marketing strategies. This role bridges creative and technical graphic design in all mediums including: print, social media, and web, to consistently articulate Employee & Family Resources' mission and promote program offerings. This is a unique opportunity to display creativity, organizational skills, project management, collaboration, and strategic thinking.

Essential Duties & Responsibilities:

1. Produces various types of content for EFR's specific audiences and lines of business. Marketing collateral you are responsible for developing includes print materials, illustrations, photography, video, podcasting, and copy to support marketing initiatives. This includes creation of layout and design to communicate ideas that inspire, inform, and/or captivate defined target markets, meeting the needs of both key stakeholders and our audience while ensuring all marketing collateral is consistent with EFR branding standards. 40%
2. Collaborate across internal teams, providing content, layout, and distribution support for marketing and sales efforts. 25%
3. Maintains and updates the website, including updating existing pages, developing of landing pages, and troubleshooting with collaboration from EFR's website support team. 15%
4. Tracks, monitors, and reports on all digital media analytics and SEO, providing recommendations in collaboration with the marketing team based on results. 10%
5. Responsible for Agency videography and photography used in marketing materials. 5%

Other: (5%)

1. Compliance with all applicable EFR policies and procedures including privacy and security
2. Perform other duties as requested by supervisor or other administration personnel
3. Serve as a role model by representing the values of EFR
4. Continuous development of cultural competence

Qualifications

1. Bachelor's Degree in marketing, graphic design, communications, or equivalent work experience in marketing
2. Minimum of five years of professional experience developing and implementing marketing strategies
3. Demonstrated experience in desktop publishing, WordPress, photography and videography editing, and Adobe Suite
4. Highly collaborative approach and commitment to work with all constituent groups, including staff, board members, donors, program participants, and other supporters
5. Excellent layout and copy placement skills.
6. Self-starter, able to work independently and able to manage several projects and tasks
7. *Hiring Salary Range: \$44,800 to \$66,000*

Hiring Note: EFR continues to deliver services in a hybrid manner (in-person & virtual).

Interviewing will occur virtually –onboarding training will be in person. The Marketing and Design Specialist role will be staffed in a hybrid manner (in-person & remote) with the in-person workdays being located in downtown Des Moines. EFR employees working in person may be asked to wear a mask.