



## **Junior Achievement of Southwestern Indiana**

### **Job Posting**

#### **Marketing Manager**

Creating impactful and integrated experiences in financial literacy, college and career readiness, and entrepreneurialism; Junior Achievement of Southwestern Indiana (JASWIN) is on a mission to prepare kindergarten through 12<sup>th</sup> grade students within southwestern Indiana and southeastern Illinois to become young people for success. JASWIN partners with local, regional, state, and national businesses; government representatives; community representatives; and other non-profit organizations to create meaningful experiences for students. Our impactful work is guided by our values:

- Do the right thing.
- Do what you say.
- Be responsive.
- Lead with a can-do attitude!
- Be humbly confident.

JASWIN is excited to be seeking a Marketing Manager with experience and a preferred educational attainment of a bachelor's degree to work with our high-performing and dedicated team. This role will work closely with the Director of Strategic Partnerships to strategically communicate with our stakeholders and community the impact we are making with our students. In addition, the Marketing Manager will support the Development and Student Impact Team to enhance and develop the JASWIN brand through print, digital marketing platforms, and public relations; and develop a marketing plan to drive brand awareness and community relations. We value individuals who take ownership of their work and hold themselves accountable and seek candidates who share this commitment.

You could be the right person for this important seat if you:

1. Are inspired by our core values, mission, and opportunity to inspire and prepare students within life skills of financial literacy, career and postsecondary readiness, and entrepreneurialism to experience success.
2. Experience creating a marketing plan and managing digital marketing platforms: website, social media, email marketing, campaigns, etc.
3. Skilled at content creation to drive leads, brand awareness, and thrive within a fast-paced and dynamic environment.

4. Gifted in the ability to translate research, data, and objectives into a visionary and inspirational story about our organization.
5. Possess strong marketing and graphic design skills, including crafting documents and materials and using platforms such as: Constant Contact, Microsoft Office, Adobe Creative Suite, and Google Suite.
6. Have exemplary professional communication skills, both written and verbal. You have a unique gift for the spoken and written word, are highly articulate and can adapt your approach to resonate effectively with diverse audiences, including media relations.
7. Flexible enough to handle multiple projects simultaneously and pivot to address the opportunities of the new day while meeting deadlines.
8. Desiring a collegial environment, you are bright, warm, engaging, and open to serving others to meet the demands of the organization.
9. You are professional, resourceful, and enjoy building into others. You listen to input and solve problems with grace and poise.
10. Readily admit mistakes and seek assistance; actively participate and candid; be real, raw, open and honest in your communication; provide exceptional service and response to internal and external customers; contribute to a culture of accountability; be adaptable, flexible, and ready to pivot; engage with others in a bright, warm, engaging way; go out of your way to help and serve others, and have an entrepreneurial spirit.

If this sounds like the perfect opportunity for you, we would love to get to know you. Apply today if you're a good match, we'll reach out to you about scheduling a conversation.

We welcome applications from people of all gender identities, age, ethnicity, nationality, religion, sexual orientation, and disability. Diverse teams will allow us to better meet the evolving needs of our stakeholders and care for our future!