

First3Years

Job Title: Marketing and Communications Assistant
Full Time

Reports to: Director of Advancement
Location: Austin, Texas

First3Years is a state-wide non-profit organization whose mission is to educate, advocate, and collaborate to advance the healthy development of infants, toddlers, and their families. First3Years is recognized around the state for its training programs around infant mental health and our ability to bring meaningful research around relationships brain development during the early years to those who need it most.

First3Years seeks an outgoing and hardworking individual to begin their career in Marketing and Communications. The Marketing and Communications Assistant will support the coordination and planning of fundraising initiatives for the organization and support marketing and communications initiatives.

Core strengths include administrative support experience, detail oriented, strong initiative, project management, high motivation, and non-profit administration.

Job Duties and Requirements:

Marketing/Communications

- Update and maintain First3Years website, as needed.
- Draft posts and assist with First3Years social media across platforms (Facebook, Instagram, Twitter, LinkedIn)
- Prepare, or help prepare, email marketing and engagement through Constant Contact for First3Years.
- Prepare staff communication on employee birthdays, anniversaries, new hires
- Update staff signatures/create new hire signatures
- Create new hire business cards
- Prepare reports for supervisor/CEO and board weekly, monthly, quarterly, as required
- Support the development, design, distribution, and maintenance of print and electronic collateral including, but not limited to the annual report, spring and fall appeals, flyers, PowerPoint presentations, event signage and collateral, marketing material (swag), etc.

Baby Day

- Update and maintain Baby Day website, as needed.
- Draft posts and assist with Baby Day social media across platforms (Facebook, Instagram, Twitter, LinkedIn)
- Prepare, or help prepare, email marketing and engagement through Constant Contact for Baby Day.
- Coordinate Baby Day partners
- Assist with logistics coordination of Baby Day
- Outreach for Baby Day in-kind donations
- Research sponsorship opportunities for Baby Day
- Write Baby Day grant reports
- Prepare reports for supervisor/CEO and board weekly, monthly, quarterly, as required
- Support the development, design, distribution, and maintenance of print and electronic collateral

Development

- Outreach for in-kind donations for all events (including conferences)
- Update CRM/Constant Contact for Development/Mar/Comm needs
- Assist supervisor/CEO in preparation for donor visits and meetings by creating collateral materials, setting calendar, etc.
- Manage communication before/after donations, donor visits, and events, etc.

- Support donor acknowledgements
- Coordinate Mailings (Spring Appeal, Annual Report, Fall Appeal, etc.)
- Research general sponsorship opportunities
- Research new grant opportunities
- Prepare reports for supervisor/CEO and board weekly, monthly, quarterly, as required
- Support the development, design, distribution, and maintenance of print and electronic collateral

Job Requirements:

- Graduation from an accredited college or university with a Bachelor’s degree
- Experience in administrative support, events planning, and logistics.
- Connection to the mission of First3Years and desire to help young children and their families
- Ability and willingness to extend beyond job description
- Creativity in solving problems and planning activities
- Experience working in collaborative or partnership situations
- Personal Transportation abilities required (car)

Knowledge & Skills:

- Proficiency in Microsoft Office (Especially Excel)
- Proficiency in working knowledge with Adobe Suite
- Basic Wordpress management skills
- Proficiency in Zoom/webcasting
- Basic skills in project management, with high level of initiative.
- Effective listening and strong verbal and written communication skills.
- Ability to interact comfortably with diverse people at different levels – from corporate and elected leaders to front line staff in programs - and from rural to urban regions.
- Strong interpersonal skills to build partnerships, collaborations, and networks causing people to work together to achieve common outcomes. Experience working in collaborative or partnership situations.
- Strong interest in ongoing research around Infant Mental Health
- Bilingual Preferred
- Ability to work independently and as a team member.
- Considered dependable and flexible.
- Possession of valid driver’s license and proof of current car insurance is required upon hire

Salary range: \$35,000-\$40,000 per year and is dependent on experience. Interested applicants should email a resume, cover letter, and references to Natalie Fellows, NFellows@first3yearstx.org.