Job Description

Position: Marketing Coordinator  
Reports to: Chief Strategy Officer  
Hours: 40 hours/week, Non-Exempt

Mission:  
Court Appointed Special Advocates (CASA) provides a powerful voice and a meaningful connection for children who have experienced abuse, neglect, and abandonment.

Vision:  
Every child in foster care has an advocate they can depend on to help them reach their fullest potential.

Values:  
- We are CHILD FOCUSED we put the good of the child first, always.  
- We are CONNECTORS we use the power of connection to optimize outcomes.  
- We are TENACIOUS we are relentless in our efforts to identify solutions and overcome obstacles.  
- We are ACCOUNTABLE we set goals, measure progress, and deliver results to our stakeholders.  
- We conduct ourselves with INTEGRITY we operate with character, honesty, consistency, and reliability.

Description:  
The Marketing Coordinator position will assist in multiple forms of communication, outreach, promotion, and publicity efforts for CASA of Orange County. Under the supervision of the Chief Strategy Officer, this role will strive towards developing a better system in the performance of the CASA-OC website and social media channels, as well as effectively communicating CASA's mission and needs to the community at large.

Responsibilities:  
- Basic graphic design skills and copywriting for CASA OC social media accounts (Facebook, Instagram & LinkedIn)  
- Analyzing website data through Google Analytics to better measure website performance and work towards further improvement in the promotion and publicity of the CASA-OC organization  
- Oversight and analyzation of paid digital ads specifically for META and Google  
- SEO coding on casaoc.org website  
- Graphic design and copywriting for CASA OC monthly newsletter  
- Assisting with fundraising and programmatic campaigns for the CASA OC organization  
- Assisting with press releases for the organization  
- Analyzing data for CASA OC social media accounts and building reports for the CSO to better track and communicate performance measures
• Promoting the good work that CASA OC does to help increase volunteer inquiries, campaign donations, and overall awareness of the CASA organization
• Additional duties as requested

**Required Education:**
• BA required (Marketing, Communications, Advertising preferred) or equivalent experience

**Qualifications:**
• Excellent written and oral communication skills.
• Strong technology skills to include Google Apps for Work, Microsoft Office, and general database experience.
• Strong social media skills - specifically including knowledge on Facebook, Instagram, LinkedIn and YouTube
• Strong analytical skills
• Strong copywriting experience
• Valid California driver's license and current car insurance.

**Preferred Qualifications:**
• Prior experience using Canva.com
• Bilingual English/Spanish
• Prior experience with Google Ads and META advertising business suite
• Photography experience
• Knowledge of community services addressing the needs of at risk children and families.
• Experience with or willingness to engage in public speaking.

**Benefits:**
Our team members are our family, so we help our team members care for their families. The rewards of joining CASA are extensive. We offer a comprehensive benefits package to all full-time employees. Here are some of the highlights:
• Healthcare/vision/dental insurance
• 403B
• Career development opportunities
• Generous time off package
• Team activities

**Please forward a resume and cover letter to jobs@casaoc.org if interested in applying for this position.**

**Equal Employment Opportunity Policy:**

CASA of Orange County is an equal opportunity employer. All applicants will be considered for employment without attention to the following: race, color, sex, sexual orientation, gender, gender identity, religion, national origin, citizenship and/or immigration status, pregnancy, genetic information including family medical history, physical or mental disability, child or spousal support withholding, military or veteran status, medical condition, marital status, AIDS/HIV, natural hair styles, political activities or affiliations, domestic violence, assault, or stalking victim status, application for or enrollment in Medi-Cal, lawful conduct occurring during nonworking hours away from the employer's premises, credit report or credit information, prior non-conviction arrest record, and any other protected class, in accordance with applicable federal, state, and local laws.