



Job Title: Marketing Coordinator or Freelance

Location: Salisbury, Maryland

Organization: Junior Achievement of the Eastern Shore

Job Type: Part-Time

About Junior Achievement

Junior Achievement (JA) is a nonprofit organization dedicated to empowering young people to own their economic success. Through programs focusing on financial literacy, work readiness, and entrepreneurship, JA inspires and prepares students to thrive in a global economy and own their own economic future.

Position Summary: The Marketing Associate supports the planning and execution of marketing and advertising initiatives to enhance brand awareness and community engagement. This role assists in market research, analyzes consumer behavior data, and creates reports on marketing and sales metrics. Additionally, the Marketing Associate helps organize promotional events, collaborates with internal teams to develop advertising materials and graphics, and ensures brand consistency across all communications and outreach efforts. The role also includes managing and creating content for social media platforms, engaging with online audiences, tracking performance analytics, and supporting the maintenance and updating of the organization's website to ensure accurate, timely, and engaging content.

Key Responsibilities

Strategic Planning - Goals

- Assists with the execution of the Annual Communication Plan as set forth by the Sr. Advancement Manager and their department.
- Supports the Advancement Department's vision, initiatives and community engagement plans.
- Contribute to the development and implementation of impactful marketing campaigns.

Program Impact - Volunteer Management

- Assists with Annual Volunteer Recruitment and Recognition plans.
- Ensures Opportunities for Program engagement are visible in the community and easy to participate in.
- Develops with the Sr. Advancement Manager a plan for sharing the impact of JA Programs.
- Participate in the organizing of promotional, traditional or digital campaigns, including fundraising events.

Communication and Community Engagement

- Gathering and analyzing consumer behavior data (e.g. web traffic and rankings)
- Play a support role in understanding the complete marketing mix and utilizing market research and consumer behavior analysis to drive effective strategies.
- Manage, compose and post online content on the company's website and social media accounts.

- Design campaign graphics and write marketing literature (brochures, press releases etc) to augment the company's presence in the market.

Operational Efficiency and Staff Leadership

- Work with staff and leadership to assist with all campaigns, fundraisers and educational events.
- Support daily administrative tasks to ensure the Advancement department runs smoothly.

Compliance and Reporting

- Ensure compliance with JA USA Branding
- Manage data systems and ensure accurate and useful data.
- Ensure all communication is reviewed and assessed for branding compliance through the Advancement Department.
- Demonstrates increased engagement on multiple platforms.

Budget and Resource Management

- Provides resources through social, promotional, traditional and digital campaigns.
- Oversees Marketing Associate Budget with accurate report and support documents.
- Collaborate with all departments to resource give-aways and appreciation gifts for volunteers, donors, board members and partners.
- Provide feedback and collaboration with Advancement for the overall marketing campaign plan.

Reporting Structure:

This position reports directly to the Sr. Advancement Manager and collaborates closely with Department Heads and staff for organization-wide promotions.

Required:

- **Proven experience in graphic design and storytelling through visual content.**
- **Strong proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign) and other design tools.**
- **A keen ability to craft stories that resonate with diverse audiences, paired with a sharp eye for compelling design.**
- **Strong communication skills and the ability to collaborate effectively with cross-functional teams.**

Preferred Experience:

- **Bachelor's in Graphic Design, Marketing, Communications, or a related field, or equivalent experience.**
- Proven experience in **graphic design, content creation, and social media management.**
- Proficiency with **design software** (Adobe Creative Suite, Canva, etc.) and **social media platforms.**
- Strong portfolio showcasing design work, including digital and print materials.
- Experience with **content strategy, brand storytelling, and engagement tracking** on social media.

