

Full Job Description

PARTNERS IN CARE MARYLAND

MARKETING & SALES SPECIALIST (Non- Profit Marketing Specialist/ Sales

Specialist) **Job Type: Half-time 20 hours per week**

Work location: Frederick, Washington and Montgomery Counties. Telework and travelling between locations with office space in Washington and Montgomery counties.

About Community for Life

Maryland Community for Life (CFL) envisions a more just and prosperous future for all adults over 60 by offering assistance that allows seniors to maintain their independence. Maryland Community for Life (CFL) is a first-in-the-nation program that delivers a package of standard services to adults over 60 to help them age-in-place. The core Community for Life services are home maintenance, service navigation, and transportation. The Maryland Community for Life program currently services 11 of Maryland's 24 jurisdictions.

About the Role

Partners In Care Maryland, Inc. This position serves as the Community for Life (CFL) program Sales and Marketing Specialist for Partners In Care Maryland. This position will work to promote the Community for Life (CFL) Program through Partners In Care Maryland through outside sales. This position will coordinate media campaigns for the Community for Life Program (CFL) that are both digital and in person.

Responsibilities

- Plan, direct, and coordinate marketing, sales, and outreach activities for Community for Life (CFL) • Assist in the formulation and implementation of outreach plans as needed
- Research and analyze data to identify and define audiences and determine the best means to reach the target audience for sales and marketing
- Analyze the effectiveness of different marketing strategies, including print, radio, and broadcast; make recommendations based on the needs and budget of the individual project • Collaborate with Deputy Director and others on the CFL team in the development of outreach, marketing, and sales materials, including, but not limited to, fliers, brochures, presentation boards, PowerPoint presentations, media content, and social media content • Write and proofread creative copy and graphics
- Coordinate communications, marketing, and sales for Partners In Care Maryland as it relates to the Community for Life (CFL) program
- Discover effective sale and promotional channels both independently and as directed by Program Director
- Monitor all media coverage for Partners In Care Maryland
- Track, measure, and analyze all initiatives
- Assist in the procurement of services for outreach, marketing, and sales
- Assist with fiscal assignments as needed

Required Skills/Qualifications

- MS Office
- Skilled writer with a keen attention to detail
- Strong verbal communication and presentation skills
- Attention to detail
- Strong organizational skills and time management skills
- Ability to work well in a collaborative environment

Required Education and Experience

- Bachelor's Degree in Business, Communications, Marketing preferred
- 2-3 years' Marketing experience
- 5 years' Sales experience a must

Compensation and Application Process

\$25,000. Annual Salary

Partners In Care Maryland is proud to be an equal opportunity employer and encourages people from every background to apply.

To apply, please submit your resume and cover letter to careers@partnersincare.org