Job Title: Marketing/Events Manager
Organization: Indiana Youth Services Association
Salary: $50,000 per year
Hybrid – one to two days a week in the office depending on events
Location: Indianapolis IN

About Indiana Youth Services Association (IYSA): The Indiana Youth Services Association (IYSA) is a non-profit organization committed to providing support, resources, and advocacy for young people across the state.

Job Description: IYSA is seeking a dedicated and creative Marketing/Events Coordinator to join the team. The Marketing/Events Coordinator will be responsible for helping developing and executing marketing strategies to promote all IYSA programs, initiatives, engage the community, raise funds for all programs and support the overall mission of empowering Indiana's youth. Reports to the Chief Advancement Officer.

Responsibilities:

1. **Marketing Strategy Development:** Collaborate /work closely with CAO in creating a strategy marketing plan that helps drives fundraising efforts and awareness for all programs of IYSA. Working also with IYSA's program staff to create comprehensive marketing strategies aligned with the program's goals and objectives.
2. **Content Creation/ Digital Marketing Management:** Develop compelling content for various marketing channels, including social media, newsletters, website, and promotional materials, ensuring consistency with the IYSA's mission and values. Oversee social media platforms, create engaging posts, manage online campaigns, and utilize analytics to track and optimize content performance.
3. **Special Events Support:** Assist in the planning, promotion, and execution of special events, campaigns, and Including donor recognition events
4. **Data Base Management:** Manage donor data base Boomerang and fundraising software for events. Run reports for CEO, CAO and Fund Development committee, etc.
5. **Work closely with CAO and the Fund Development committee:** Attend meetings, note take and help complete tasks to advance fundraising efforts.
6. **Work closely with CAO and Board Marketing & Communications committee:** Attend meetings, note take and help complete tasks to advance awareness, messaging and communications.
7. **Keep up with the changing trends in marketing and social media –** monitor the trends and adjust as needed.
8. **Make Good Decisions:** Promote and spread awareness of MGD through awareness campaigns and school events. Make Good Decisions is an awareness program of IYSA that educates teens and young adults about the dangers of underage drinking and the Indiana Lifeline Law.

Skills:

- Ability to work both independently and as a team
- Ability to work with volunteers: committee members, board members
- Ability to handle multiple tasks
- Awareness and adherence to confidentiality and boundaries between agencies
- Excellent communication skills (verbal and written)

- Attention to detail in record keeping, partner coordination and documentation
- Excellent organizational skills
- Punctuality and dependability
- Ability to prioritize projects and tasks
- Ability to problem solve and make appropriate decisions in urgent situations
- Participate in professional development events as appropriate

Required Qualifications:

- Bachelor's degree in Marketing, Communications, or related field. (Experience may be substituted for degree in certain circumstances)
- Strong written and verbal communication skills.
- Proficiency in digital marketing tools, social media platforms, and content management systems.
- Creative thinking and a proactive approach to problem-solving.
- Ability to work both independently and collaboratively in a team environment.
- Passion for youth empowerment and community engagement.
- Proven experience in marketing, preferably within the non-profit sector or youth-oriented programs preferred.

Benefits of working at IYSA:

- 100% Employer paid Medical, Dental and Vision Insurance. No premiums or paycheck deductions for team members.
- Annual Performance Review earning up to a 5% raise in compensation.
- Paid Vacation Days
- 15 Paid Holidays (include several Cultural Holidays and Employee Birthdays)
- 5 Personal Days per year
- SEP Organization Contributed Retirement Plan. 5% of employee salary contributed annually
- $40,000 Life Insurance Policy
- Paid Sick Time
- Paid Maternity & Paternity Leave
- Designated Nursing, Lactation & Decompression Room
- Paid Bereavement Time

If you are interested in applying for this position, please send your resume to Josh Varab, jvarab@indysb.org