

Job Description
Part Time Marketing/PR Assistant
5-10 hours a week

PILLAR is hiring a marketing assistant who will execute various marketing strategies to enhance brand visibility and drive registrations. We are looking for someone with excellent communication skills, attention to detail, creativity, and the ability to work collaboratively.

PILLAR Institute for Lifelong Learning is a 501(3) nonprofit that creates classes for older adults.

***PILLAR's mission is:** To provide lifelong learning, volunteer, and social opportunities for engaged adults.*

***PILLAR's vision is:** PILLAR Institute for Lifelong Learning seeks to stimulate adult brain health through interactive learning, volunteer, and social opportunities.*

Job Responsibilities

- **Content creation:** Writing copy and creating graphics for marketing materials, such as blog posts, social media posts, newsletters, brochures, flyers, and newsletters.
- **Social media:** Manages social media accounts, including posting content and engaging with followers.
- **Administrative support:** Managing marketing calendars in conjunction with event calendars.
- **Event planning:** Assisting with trade shows, events, and presentations.
- **Market research:** Conducting market research to better understand the marketing needs of the organization and its target audience.
- **Campaign management:** Monitoring marketing campaigns and measuring their return on investment. Studies website and social media metrics and writes analytics reports.
- **Board Marketing Committee:** Meet monthly with board marketing committee to obtain objectives and solidify goals.

Skills

- Strong written and verbal communication skills.
- High level of organization and attention to detail.
- Excellent time management skills and multitasking abilities.
- Outgoing personality with strong interpersonal skills.
- Familiarity with customer relationship management (CRM) software.
- Familiarity with social media, social networking, email marketing, and search engines.
- Demonstrated problem solving and critical thinking skills.

Education and Experience Requirements:

- High school diploma or GED certificate
- Associate or bachelor's degree in marketing, business, or a related field is preferred

Work Hours and Benefits: Flexible schedule. Possible hybrid position. \$20/hour.

Reports to the PILLAR Executive Director.

PILLAR Institute
6385 Corporate Dr., Suite 200, Colorado Springs, CO 80919
719.633.4991
director@PillarInstitute.org
www.PillarInstitute.org