



Marketing and Outreach Associate

GrieveWell seeks a creative, energetic individual to join our team and help build a community of hope and healing in Washtenaw County and the surrounding communities. The part time (15 hours/week) Associate will undertake a variety of tasks and responsibilities to support organizational marketing and outreach efforts.

About GrieveWell

GrieveWell is a local nonprofit organization that provides support for adults who have lost a loved one. In addition to community awareness and education regarding how to support individuals in grief, GrieveWell recruits community volunteers who have been through their own grief experience, trains them to become peer counselors, and pairs them with adults who have more recently lost a loved one such as a child, spouse, parent, or friend. The impact is real and deeply meaningful for both the clients and the peer counselors. Founded in 2010 as *the kite network* to provide one-to-one peer support to adults in grief, 2017 was a transformative year. GrieveWell updated its name and branding, and expanded its mission and outreach approach in order to increase its presence in and contribution to the community.

About the Marketing and Outreach Associate Opportunity

As we build on the momentum of our updated branding and expanded mission, we seek an individual to provide hands-on support for our marketing and outreach activities, including social media management, community events and educational presentations, as well as development efforts to generate individual and corporate donations. The successful candidate will become a member of our team and work closely with organizational staff and consultants to plan and carry out these efforts. This position provides the opportunity to undertake real, hands-on work within a part time, flexible environment while making a direct impact on the lives of people in our community.

We are looking for someone with a broad skillset and enthusiasm who can pick up an idea and run with it. Someone who will work closely with our small team to undertake the day-to-day activities that will help us reach our goals. The Marketing and Outreach Associate will support a range of activities, including:

- Implementation of marketing and PR plans, including
 - Managing GrieveWell's social media presence
 - Developing outreach and advertisement materials
 - Front end website management
 - Engagement with media
- Coordinating outreach events, including:
 - Identifying, engaging, and developing relationships with community partners
 - Developing outreach materials
 - Coordinating volunteers
 - Working with a team to coordinate special events
- Supporting development and fundraising efforts including:
 - Researching potential donors and funders
 - Working with a team to develop fundraising and development materials
 - Maintaining mailing lists and donor spreadsheets



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The Associate will work with staff and consultants to use GrieveWell's resources to the fullest potential. Creativity, empathy, and competency are crucial to this role. If you can do it all and want to make a difference, then we want to hear from you.

Skills and Requirements

Required:

- Creativity and emotional intelligence, including compassion for those in grief and enthusiasm for building a more supportive community
- Organized self-starter—we are a small organization and you will need to take direction, yet work independently to carry out projects
- Proficiency with Microsoft Office, including Word, Excel, and PowerPoint
- Detail oriented—the vision to develop/review documents for accuracy and professionalism
- Exceptional communication skills—written and interpersonal
- Enthusiasm for learning new skills

Preferred:

- Front end website content management system experience—ability to make website updates, implement new features, and improve the website experience to be more effective and achieve new goals (WordPress)
- Experience managing mailing lists and databases including mail merge and bulk mailing (EXCEL, Constant Contact)
- Graphic design competency—develop and implement a brand identity (Adobe Creative Suite or equivalent)
- Experience working with the media, including writing press releases, email pitches and making phone calls to secure interview opportunities, is a plus
- Google AdWords and Facebook Advertising experience or interest in learning—designing, implementing, and managing campaigns to achieve goals

Time and Compensation

- Approximately 15 hours/week, \$15-20/hour commensurate with skills and experience. Must be available Tuesday and Thursday mornings, and occasional evening and weekend hours.
- Applicants must provide their own transportation to the GrieveWell office, 4624 Packard Street, Ann Arbor. The office is located on AATA bus lines and free parking is available.

How to Apply

Interested candidates should send a resume and cover letter to jobs@grievewell.com by 5pm March 16, 2018.