



**Position:** Marketing & Events Specialist

**Organization:** After School All-Stars

**Location:** Dallas, TX

#### **ORGANIZATION BACKGROUND:**

Founded in 1992, [After-School All-Stars](#) provides free, daily afterschool programs to over 90,000 youth in over 450 school sites in 19 chapters across the U.S. Our goals for our All-Stars are: to be healthy and active, to graduate high school and go on to college, to find a job that they love and to give back to their communities. We achieve this by identifying and fueling our students' individual passions, tying their interests to tailored academic support, enrichment and health and fitness programming.

#### **A UNIQUE OPPORTUNITY:**

The Marketing & Events Specialist (MES) role for the North Texas chapter of After-School All-Stars reports to the Executive Director. The MES will lead event planning and implementation as well as marketing/PR strategy for the development team. MES will be responsible for the stewardship and execution of content creation, website maintenance, deck creation and formatting, social media, and email marketing campaigns.

#### **SPECIFIC RESPONSIBILITIES:**

- Work closely with ED to develop marketing partnerships that both raise awareness of the ASAS brand and support the organization's fundraising goals
- Lead event planning and implementation for all ASAS North Texas events including Rising Stars Luncheon and Women's Leadership Breakfast
- Manage corporate partner activation and employee engagement events
- Creative copy writing for campaigns/email marketing, and social media
- Develop marketing collateral for all departments in alignment with branding and marketing guidelines
- Manage vendor relationships for all swag and organizational signage
- Manage photo and video library
- Manage updates to the website in WordPress
- Draft and edit PowerPoint decks for external partners
- Graphic design for fundraising campaigns, program recruitment, events
- Support chapter activities related to fundraising events, donor recognition, PR efforts and other marketing and development campaigns as they arise
- Other duties as assigned

#### **WHO SHOULD APPLY?**

The MES will embody ASAS's core values: entrepreneurial, collaborative, transparent, accountable, and proactive. An undergraduate degree is required. The successful candidate will be extremely organized and detail oriented, have strong communication skills, excellent writing skills, and the ability to follow creative direction, write in different styles, be capable of multi-tasking and juggling multiple priorities and deadlines. 3 – 4 years of experience in related field required. In addition to the following:

- Demonstrated experience organizing and executing fundraising events
- Proven experience as a marketing professional
- Solid understanding of marketing principles
- Experience leading social media outreach and campaigns
- Demonstrated ability to multi-task and adhere to deadlines
- Well-organized with attention to detail
- Excellent knowledge of MS Office, Windows, Office 365, and online applications (CRM tools, Online analytics, Google Adwords etc.)
- Proficient in WordPress
- Graphic Design experience in Adobe Suite
- Outstanding written and verbal communication and people skills



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- Fast learner
- Tech savvy
- BS in Marketing, Business or relevant field is preferred

#### **SALARY AND BENEFITS:**

The salary for this position is commensurate with qualifications and experience of the individual candidate. ASAS promotes a healthy work/life blend and offers a competitive benefits package, including medical, dental, vision, a 403b match, 18 days of paid time off, flex time, and 15 paid holidays.

ASAS is an equal opportunity employer and candidates of diverse backgrounds are encouraged to apply.

#### **HOW TO APPLY FOR THE MARKETING & EVENTS SPECIALIST ROLE:**

Please submit a resume, writing sample and cover letter in PDF format via e-mail to:

[asasjobs@afterschoolallstars.org](mailto:asasjobs@afterschoolallstars.org). Your cover letter should be in PDF format, addressed to the Senior Director of Talent Development, and indicate how your experience is relevant to this role with [After-School All-Stars](#).

Please put "MES" and your last name in the subject heading.

#### **LEARN MORE ABOUT AFTER SCHOOL ALL-STARS:**

To learn more about ASAS, please visit our website: [www.afterschoolallstars.org](http://www.afterschoolallstars.org)