



**Position:** Content Marketing Coordinator

**Organization:** After-School All-Stars

**Location:** National Headquarters in Los Angeles, CA

### **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 vision is for our All Stars to be safe and healthy, to graduate high school and go on to college, to find a career they love, and to give back to their communities.

### **A UNIQUE OPPORTUNITY:**

The Content Marketing Coordinator role for the National Headquarters of After-School All-Stars reports to the VP, Content Marketing and Communications. The CMC will support the team in the stewardship and execution of a content creation, social media, deck creation and formatting, website and blog management and maintenance, reporting analytics and providing support for both the national team and ASAS chapters.

### **GENERAL RESPONSIBILITIES:**

- Creative copy writing for campaigns and email marketing
- Create copy and images for all social media channels
- Social media management
- Manage photo and video library
- Blog post writing and editing
- Manage updates and changes to the blog and website in WordPress
- Draft professional written correspondence
- Draft and edit PowerPoint decks
- General Administrative Support including financial reconciliation and expense reports
- Still photography and photo edits
- Reporting and Analysis of Google Analytics, FB and Instagram Insights
- Other duties as assigned

### **SPECIFIC REQUIREMENTS:**

- Proven experience as a marketing coordinator
- Solid understanding of marketing principles
- Demonstrable ability to multi-task and adhere to deadlines
- Well-organized with attention to detail and a customer-oriented approach
- Excellent knowledge of MS Office, Office 365, and online applications (CRM tools, Online analytics, Google Adwords etc.)
- Proficient in WordPress
- Proficient in both Windows and Mac OS
- Outstanding written and verbal communication and people skills
- Fast learner
- Tech savvy
- BS in Marketing, Business or relevant field is preferred
- Knowledge of the Adobe Creative Suite is preferred

### **WHO SHOULD APPLY?**

The CMC will embody ASAS's core values: entrepreneurial, collaborative, transparent, accountable, and proactive. An undergraduate degree is strongly preferred. 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. 2 – 4 years of experience in related field required.



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#### **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 CONTENT MARKETING COORDINATOR ROLE:**

Submit a cover letter and resume via e-mail to: [asasjobs@afterschoolallstars.org](mailto:asasjobs@afterschoolallstars.org). Your cover letter should be in PDF format, addressed to the Recruiting Manager, and indicate how your experience is relevant to this role with [After-School All-Stars](http://After-School All-Stars). Please include "CMC" 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)