



Position: Marketing & Development Associate  
Organization: After School All-Stars North Texas  
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 & Development Associate (MDA) role for the North Texas chapter of After-School All-Stars reports to the Development and Communications Manager (DCM). The MDA will lead event planning and implementation as well as marketing/PR strategy for the development team. MDA will be responsible for the stewardship and execution of content creation, deck creation and formatting, social media, email marketing campaigns, and grant support.

### **SPECIFIC RESPONSIBILITIES:**

- Work closely with the DCM 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
- Management and cultivation of the Young Professionals (YP) Board including newsletters, board meetings, and events
- Manage corporate partner activation and employee engagement events
- Creative copy writing for campaigns/email marketing
- Curation of social media sites including Twitter, Facebook, LinkedIn, Instagram, and TikTok
- 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
- Draft and edit PowerPoint decks for external partners
- Graphic design for fundraising campaigns, program recruitment, events, and social media
- Support chapter activities related to individual and institutional giving, donor recognition, PR efforts and other marketing and development campaigns as they arise
- Support the DCM in grant writing/reporting and curation of our CRM system
- Other duties as assigned

### **WHO SHOULD APPLY?**

The MDA 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, be capable of multi-tasking and juggling multiple priorities and deadlines in addition to the following:

- Solid understanding of marketing principles
- Demonstrable ability to multi-task and adhere to deadlines
- Well-organized with attention to detail and a -oriented approach
- Excellent knowledge of MS Office, Office 365, and online applications (CRM tools, Online analytics, etc.)
- Graphic Design experience in Adobe Illustrator, InDesign, Photoshop, and/or Canva
- Proficient in Windows
- Outstanding written and verbal communication and people skills
- Tech savvy
- BS in Marketing, Business or relevant field is preferred



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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 25 paid holidays.

Salary Range: \$39,000 - \$41,000/ year

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

**HOW TO APPLY FOR THE MARKETING & DEVELOPMENT SPECIALIST ROLE:**

Please submit a resume and cover letter in PDF format via e-mail to: [northtexasjobs@afterschoolallstars.org](mailto:northtexasjobs@afterschoolallstars.org). Your cover letter should be in PDF format, addressed to the Development and Communication Manager and indicate how your experience is relevant to this role with [After-School All-Stars](#). Please put "MDA" 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.asasnorthtexas.org](http://www.asasnorthtexas.org)