



<b>Job title</b>	<i>Marketing and Development Associate</i>
<b>Reports to</b>	<i>Marketing and Development Manager</i>

### Company Description

ASSETS is a non-profit focused on transforming communities by working with start-up and existing businesses to form a more ethical economy. ASSETS offers in-depth training and financing for entrepreneurs, and works with established business to improve their social and environmental impact. We are a team of innovators, changing the way business is done to build an economy where everyone can prosper.

In addition, ASSETS has created a for-profit business, Lancaster Works, which is Lancaster County's first and only full-service B Corporation social enterprise employment agency. Our focus is to provide career placement and wrap-around support services for local residents who might otherwise struggle to find meaningful work that pays a livable wage.

### Position Summary

ASSETS is a dynamic, growing organization which believes in the power of transforming communities through business. Over the past four years, we have created programs that support using business as a force for good in the community through creating equitable business ownership in low-income communities and among women and people of color. We also help established businesses measure their social and environmental performance and increase their philanthropic impact in the community.

Our programs have doubled in size each year for the past four years, creating a deep need to grow the organization's infrastructure, particularly where marketing and development are concerned. This position will be a vital part of the team, working in collaboration with both our Marketing and Development Manager, as well as our Co-Executive Director who oversees development.

### Primary Responsibilities

- Marketing - 50%
  - Marketing Activity - Oversee the day-to-day "marketing activity" that keeps ASSETS relevant and supports the marketing and communications strategy set by the Marketing & Development Manager. This marketing activity includes social media, content creation, graphic design, and website updates.
  - Social Media Management - Manage ASSETS' active social media presence and craft a strategy for fresh, relevant, and consistent content
  - Content Creation - Work with the Marketing & Development Manager and program directors to continuously create fresh, inspiring, and educational content to be shared through blogs, eNewsletters, social media, and inbound marketing. This includes interviewing clients and staff, writing, and curating an ASSETS' writer's bureau.
  - Graphic Design - Create simple designs needed for daily marketing activity, including social media, events, and programmatic offerings
  - Website Updates - Manage updates and relevant content for ASSETS' four websites.

- Event Planning - Minimal event planning and coordination as related to marketing and development activities
- Development - 50%
  - Grant Writing, Research and Tracking: Work with the Co-Executive Director to set annual grant writing goals and strategy. Lead the effort in researching and applying for new grant opportunities. Manage grant compliance through maintaining a grant requirements calendar, completing all grant reporting requirements, and managing any additional administration needed.
  - Donor & Sponsor Stewardship Activities - In partnership with the Co-Executive Director, oversee donor stewardship activities including planning and managing Donor Thank You events, receipts for donors, donor birthday and holiday cards, and ensuring donors and sponsors have access to ticketed events.
  - Moves Management Tracking – Develop and maintain a Donor Moves Management system for ASSETS, incorporating both development and marketing best practices for encouraging deeper investments from supporters.
  - Other administrative support as needed for development activities.

### Minimum Qualifications

- Commitment to the mission and programs of ASSETS
- A deep familiarity with and commitment to the clients served through ASSETS' programs
- A driving passion to find innovative solutions to the most pressing challenges for underserved and women entrepreneurs, and to use business as a force for good in our community
- Spanish-language proficiency a plus.
- Training and Experience: Experience working in marketing, communications, or development preferred, or secondary education in a related field
- Background in and love for social media and its various audiences and uses, and ability to create consistent, compelling content
- Strong written, oral, and public communication skills
- Strong organizational and time management skills
- Strong research and data tracking skills, especially related to development and fundraising
- Comfortable with basic graphic design, and familiar with Adobe InDesign and/or Photoshop

### Working conditions

ASSETS and Lancaster Works are both office-based organizations. You may share a room with other staff. The work can be challenging at times with responsibilities for meeting targets and deadlines, but our culture reflects our desire to maintain joy and innovation in our office.

### Physical requirements

The physical demands are typical of an office setting. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

100 S Queen St  
Lancaster, PA 17603  
717.393.6089  
[assetsPA.org](http://assetsPA.org)

**Equal Opportunity Employer:** ASSETS does not discriminate in employment on the basis of race, color, religion, sex, national origin, political affiliation, sexual orientation, gender identity, marital status, disability and genetic information, age, membership in an employee organization, or other non-merit factor.

## Note

This job description in no way states or implies that these are the only duties to be performed by the intern(s) incumbent in this position. Intern will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.