EXPERIMENTAL STATION

COMMUNICATIONS AND MARKETING ASSOCIATE JOB DESCRIPTION

The Communications and Marketing Associate is a key member of the Experimental Station team, working with fellow staff to develop and implement our communications, marketing, and materials design plans. In general, the Communications and Marketing Associate works on an ongoing basis to tell the story of our mission and programs through written and visual media.

We are seeking an experienced professional with strong communications, graphic design, website development, and organizational skills that can manage multiple priorities to assist staff in meeting program and organizational goals. This person will be responsible for designing marketing, fundraising, and other printed and digital materials, updating and maintaining multiple communication platforms such as social media and the website, providing audio/visual support for events, documenting the organization’s activities, and supporting all forms of Experimental Station outreach.

This position requires technical expertise and the ability to collaborate with various teams (internal and external). Our environment is fast-paced and experiencing rapid growth, requiring the candidate to be able to help drive efficiencies and adapt to change.

**Essential Functions — The Communications and Marketing Associate role will include, but may not be limited to, the following duties and responsibilities:**

**Graphic Design**
- Designing publicity and fundraising materials, reports, flyers, newsletters
- Designing program promotional and other materials
- Resizing designs for use in newspaper, social media, or print applications
- Coordinating with printers
- Maintaining consistent branding across all programs

**Website Maintenance and Development**
- Maintaining an up-to-date website
- Maintaining contact list and databases
- Work with all Experimental Station programs, including but not limited to; Blackstone Bicycle Works, 61st Street Farmers Market, Link Up Illinois, City EBT, Cultural Events, Fundraising and special events to create relevant content
Social Media Development
- Maintain multiple social media accounts (Facebook, Twitter, Instagram) across all Experimental Stations programs
- Work with program staff to create engaging social media posts and events pages across multiple platforms

Events
- Maintaining the Experimental Station events calendar and promoting events across many media platforms
- Special event set up, including managing a projector, small sound board, mics, and speakers
- Documenting Experimental Station program activities and events (photos/video)
- Archiving various media

Office Administration and General Communication
- Answering phones, taking messages, responding when appropriate
- Monitoring, distributing and responding (when appropriate) to ES info@ emails
- Sending mass messaging to stakeholders, customers, donors, and community members

The job will require:
- Ability and willingness to collaborate and work with a team
- Two years experience as a graphic designer (either freelance or for a company)
- Demonstrated experience developing marketing materials
- Strong interpersonal and communication skills (written, verbal, and visual)
- Degree or work experience in visual arts and design a plus
- Mac OS X, Drupal, Google analytics, PhotoShop, InDesign, Illustrator, Mailchimp, Canva
- Strong organizational skills

This is a full-time staff role (40 hours) per week with an annual salary of $43,000-$48,000, based on experience.