



has an opportunity for a

**Senior Marketing Specialist**  
Corporate Office (Laguna Hills)  
Full-Time

Western Youth Services is a leading expert in children's mental health and wellness solutions. As a hub of children's mental health in Orange County, we've been providing services and programs for our community for over 50 years. Our passionate and dedicated staff deliver services and programs that prevent, treat and heal our kids and families and increase their ability to live full and productive lives. If this sounds like you, and you meet the qualifications for this position, please send us your resume.

The Senior Marketing Specialist supports the Marketing and Development Department in implementing strategic initiatives and day-to-day activities. Also assists with advertising, sponsorships, special events, collateral development, project management, research, media relations, websites, and social media.

**Responsibilities:**

- Develops, creates and implements social media strategy and manage content calendar across multiple platforms
- Manage social media scheduling through Smarter Queue
- Engagement for all social media accounts, including monitoring responses and posts, responding to inquiries and timeline activities and reporting users as needed
- Track and analyze data to increase audience engagement and find unique ways to engage followers that advance organizational needs
- Assist with WYS website including but not limited to updating, posting news links, press releases, blogs and job postings to improve brand awareness
- Provide creation of various collateral pieces including flyers, posters, etc.
- Develops and proposes communications campaigns, which may include social and online media, print media, direct mail, and other multimedia to support growth and expansion of Agency
- Design, write and send out weekly newsletters while maintaining key message standards, including consistent brand voice
- Post events to online community calendars as well as handle newsletter submissions to promote the organization's activities

- Provide support of annual events and fundraising activities
- Record events through photography
- Collaborate and coordinate with other departments to ensure that communication efforts enhance and support cross-functional goals
- Develops and presents design ideas and recommendations to the marketing management team
- Assist with ensuring that communications materials are current and accessible by appropriate staff members
- Document new processes and procedures and update existing procedures

**Minimum Qualifications:**

- 3-5 years of professional experience in the related area as an individual contributor, in a relevant position, preferably at a non-profit or cultural institution. Bachelor's Degree in Marketing, Business, or related field desired.
- Computer proficiency and fluency, including Microsoft Office Slack, Asana, GSuite, Outlook, Active Campaign and SmarterQueue.
- Excellent writing, research, and communication skills.
- Strong organizational skills and the ability to manage multiple timelines.
- Ability to work efficiently and independently as well as effectively collaborate with multiple departments.
- Analytical skills necessary to effectively work through assigned tasks.
- Strong consumer-focused written and verbal communication skills and ability to align with multiple audiences and channels.
- Understanding of nonprofit organizations and their role in the community.

**Salary:** from \$28.85 hourly

**Benefits:** Comprehensive employee benefits package includes: Medical, Dental, Vision, Life Insurance, Long Term Disability and 403(b) Retirement Incentive & Savings Plan.

***Western Youth Services' Mission: Advancing awareness, cultivating success, and strengthening communities through integrated mental health services for children, youth, and families.***

***Western Youth Services (WYS) is an Equal Opportunity Employer and seeks to recruit and retain a diverse workforce. WYS values and promotes a culture of inclusivity and belonging, one that embraces the contributions of richly diverse disciplines and perspectives of all employees and staff.***