



Marketing Liaison

HeartLove Place is a nonprofit Christian ministry dedicated to serving families. Located in the Harambee community of Milwaukee, HLP has been a part of the community since 1989 with grassroots programming that worked side by side with community residents and other ministry partners. Through our Family Resource Center, HLP provides programs for the whole family that focus on growth in the areas of spiritual, education, social, creative and wellness.

HeartLove Place serves approximately 6,000 families a year through our programs and services.

Mission: With a heart of love; teach, encourage and support families through programs and services centered in Christian values.

The Marketing Liaison will work in a team approach with the entire HeartLove Place staff in the delivery of communication of HLP brand, events and programs in order to increase donor base, participants and overall exposure of HLP.

Work Hours: Part-time

Rate of pay: \$15-\$20 per hour

Qualifications:

- At least 2 years of experience in Marketing using social media, internet and other tools to communicate brand.
- High School Diploma required; students majoring in Marketing or social media design preferred
- Knowledge of Microsoft Word and Excel is preferred
- Valid WI driver's license
- Must be able to pass background check

Key Duties and Responsibilities:

Objectives of this Role

- Assist in the development and implementation of the company's brand strategy
- Ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for processes, content, and lead generation
- Prepare marketing activity reports and metrics for measuring program success
- Provide market research, forecasts, competitive analyses, campaign results, and consumer trends
- Support the maintenance and development of internal tools, including a credentials database, tracking capability, global contact directory, and intranet sites
- Further knowledge and education regularly through workshops, research, and seminars, and share best practices, and local marketing ideas and tactics with the team

Daily and Monthly Responsibilities

- Conduct research to analyze market trends, customer behavior, and competitive landscape, and prepare reports by collecting, analyzing, and summarizing data

HeartLove Place is an Equal Opportunity Employer

- Support the Marketing Director in evaluating and establishing the marketing plan and strategy by assembling and analyzing sales forecasts, setting objectives, planning and organizing promotional presentations, and updating calendars
- Communicate campaign objectives, timelines, and deliverables to sales team, and provide instructions for use or promotion
- Plan and manage meetings, events, conferences, and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists
- Maintain a directory and inventory of sales support materials, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed
- Continually seek and research new sources of prospective customer data, and provide recommendations to sales and marketing leadership

Skills and Qualifications

- Bachelor's degree in marketing, advertising, or communications
- Past work experience as a marketing coordinator or similar role
- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Experience with research using data analytics software
- Excellent writing, communication, and presentation skills
- Proficiency in full Microsoft Office suite, especially with Excel and PowerPoint

Preferred Qualifications

- Familiarity with content management systems (CMS) and customer relationship management (CRM) tools
- Working knowledge of HTML and design and email software

For employment consideration, please e-mail cover letter and resume to hr@heartloveplace.org