

Face-to-Face Marketing Associate

St. Nicks Alliance, a North Brooklyn non-profit and outcomes-based community organization, seeks a personable and versatile full-time face-to-face marketing associate to support **in-person**, aka face-to-face promotion of services and recruitment for services. This role is **public-facing** you will interact directly with the community. Before and after presentations to or events with the public you will collaborate with the St. Nicks Alliance team and partners to develop strategic approaches for successful engagement and enrollment. You will regularly attend community events and forums to access community residents and customers to increase recruitment, awareness, and support of our services. You will identify new sites and develop partnerships that will build promotion of services and support referrals. You will report to the Communications Manager at 2 Kingsland Avenue, Brooklyn, NY 11211.

The Marketing Associate is a vital team member who personally interacts with the community and assesses each experience toward bettering our engagement and recruitment. You will acquire a comprehensive overview of the variety of services we provide and the ability to effectively convey that information to the community. Someone whose expertise translates into successful client referrals and increased brand recognition is who we are looking for.

Face-to-Face Marketing Associate — Roles & Responsibilities

- In-person promotion of St. Nicks Alliance services and work to the community
- Be the face of St. Nicks Alliance at marketing events. Organize and prepare for each event for maximum exposure and engagement with public and successful referrals.
- Work closely with St. Nicks Alliance to learn: what services we provide, client eligibility requirements, the target market for each service, and criteria for successful referrals.
- Work closely with Communications to ensure marketing content is communicating effectively to attract prospective customers.
- Prepare and submit a referrals report on each marketing event. Track results on referrals provided to senior managers and partners. Meet with managers and partners to improve results and outcomes.
- Work and develop partnerships with other community groups and key sites for promotion of services.
- Increase ad revenue for *North Brooklyn Community News/ GREENLINE*.
- Must be able to work weekends and evenings as needed.

Face-to-Face Marketing Associate — Requirements & Essential Skills:

- Education: an associate's degree or bachelor's degree in marketing, psychology, social work, business administration, or similar. A master's degree in a relevant field is a plus.
- Two or more years of experience in direct and/or client-facing marketing
- Preference for those bilingual in English and Spanish, not necessarily fluent but with a capable understanding of Spanish.
- Superb interpersonal skills: communication, customer engagement, and collaboration.
- Adept at the proper collection and documentation of marketing metrics.
- Strong time management and organizational abilities.
- Adaptable in operating independently and collaboratively

Compensation:

- Annual salary starts at \$40K
- Benefits include: health and dental insurance, paid holidays and vacation, etc.

Candidates should email resume and a cover letter illustrating their success working in this field to communications@stnicksalliance.org. St. Nicks Alliance is an EEOC compliant employer. Visit us at stnicksalliance.org