



Women's Business Development Council

Marketing Assistant

Overview

WBDC is seeking an enthusiastic, full-time Marketing Assistant for its growing organization. Reporting to the Director of Marketing and Communications, this position supports the organization's marketing strategy and implementation.

The ideal candidate will be a team player and comfortable in a significant support role working at a fast pace on a variety of tasks. This position requires a highly detailed individual who is passionate and experienced in marketing, social media, special events and database management; must have excellent writing and proofreading skills, as well as proficiency with Microsoft Office programs. This candidate must possess a strong and proactive sense of initiative and follow-through, allowing needs and/or problems to be detected early when possible, and to be communicated and addressed promptly and successfully. The Marketing Assistant plays a critical role in the overall marketing strategies for the organization and will have an opportunity to join a dynamic team at a rapidly growing non-profit that sits at the forefront of business development for women in Connecticut.

WBDC is currently operating on a hybrid work model, with staff expected to be in the office 3 days/week. This position will be based in WBDC's Stamford office and will support our work across the state. Travel to our offices in Hartford, New Haven, New London, and Waterbury, as well as other locations across Connecticut will be required on a regular basis. The salary range for the role is \$45,000 - \$50,000 plus benefits.

Duties and Responsibilities

- Support WBDC's marketing efforts to increase the organization's reach, attract new clients, and encourage community, legislator, stakeholder and donor support and engagement.
- Draft marketing materials, including (but not limited to) email newsletters, social media posts, special event programs, press releases, and website content.
- Assist with client service initiatives and research, database maintenance and customization.
- Support podcast production by booking and coordinating guests, drafting episode descriptions and promotional copy.
- Assist in collecting information from clients to be used in marketing campaigns.
- Assist with website maintenance and updates.
- Conduct research on various topics and prepare materials for events and special projects.
- Support social media marketing through development and scheduling of posts and engagement with followers.
- Track deadlines across marketing campaigns.
- Coordinate with outside marketing and public relations firms to ensure projects are completed in a timely and efficient manner.

Qualifications

- Undergraduate degree
- Preferred 2 years of marketing experience, and experience working in an office and deadline-driven environment
- Proven ability to handle multiple concurrent assignments, prioritize projects, meet deadlines, and synthesize information quickly
- Comfortable working with a small team in a fast-paced environment, and can manage change and thrive in a growth culture
- Strong writing, editing, and verbal communication skills, and strong interpersonal skills
- Fluency in written and spoken Spanish a plus
- Exceptional organizational skills, attention to detail, and commitment to accuracy
- Must be able to work independently and comfortable making decisions within purview
- Knowledge of basic marketing strategies
- Proficiency in Microsoft Word, PowerPoint, Excel, and Outlook; proficiency with email marketing, social and digital media
- Proficiency in Canva, WordPress and Descript a plus
- Passion for information management and experience with databases and data maintenance
- Ability and desire to work at WBDC events outside of office hours
- Must have own transportation as this position requires travel between locations

About Us

Headquartered in Stamford with regional offices in New Haven and New London, the Women's Business Development Council (WBDC) is the statewide leader of entrepreneurial education for women. The Women's Business Development Council's (WBDC) mission is to support economic prosperity for women and strengthen communities through entrepreneurial and financial education services that create and grow sustainable jobs and businesses across Connecticut. WBDC educates, motivates and empowers women to achieve economic independence and self-sufficiency. Since 1997, WBDC has educated and trained nearly 18,000 clients in all of Connecticut's 169 towns—helping women to launch, sustain and scale over 13,300 businesses, create and maintain 29,000 jobs in Connecticut, and access more than \$66 million in capital. Visit ctwbdc.org for more information. WBDC offers a competitive benefit package including health, dental, vision, and life insurance, a retirement plan, paid time off, and holidays, in a supportive working environment.

How We Operate

We are a team of 30+ talented individuals who collectively deliver outstanding results through a high level of passion and commitment.

Please apply if you:

- Possess an *Entrepreneurial Mindset* – creative, motivated, enthusiastic, and energetic
- Seek to inspire and empower those around you, whether they are clients or colleagues
- Thrive in a fast-paced environment, and are comfortable with change
- Take initiative, and are willing to go above and beyond to achieve results
- Are highly detailed, and demonstrate a sense of urgency in setting and meeting deadlines
- Can work independently, and see the big picture while working in the day-to-day
- Prosper in a culture of teamwork and growth, and value collaboration

- Are passionate about supporting women entrepreneurs and small business owners

How to Apply

Interested candidates should email their cover letter, and resume to resumes@ctwbdc.org. Please list WBDC MARKETING ASSISTANT in the e-mail subject line. No phone inquiries.

Disclaimer

The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position.

WBDC, Inc. Equal Employment Opportunity Statement

WBDC is committed to creating a diverse environment and is proud to be an equal opportunity employer. We welcome qualified applicants to receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.