



**Now Hiring!**

## **Return to Work: Marketing and Communications Consultant**

Project-based short term opportunity: 4-5 months

### **Description:**

Project ECHO (Entrepreneurial Concepts Hands On), a small non-profit organization headquartered in Southern California, is currently looking to retain a marketing and public relations savvy individual who is ready to return to work after a long leave of absence. This position is intended to provide the individual with a project-based consulting opportunity in preparation for their return to the workforce. This individual will assist the Development and Communications Manager with the coordination and implementation of the agency's outreach efforts, including public relations, marketing, publications, website, social media, and e-blast communications.

### **Duties and Responsibilities May Include:**

Under the direction of the Development and Communications Manager, the Marketing and Communications Consultant may be involved with any of the following activities:

- Work to develop and implement an annual communications plan.
- Create and manage the communications calendar.
- Prepare press releases.
- Maintain and update media contacts list, catalog of press coverage and updated press kits.
- Identify and develop client stories, testimonials, program updates and other newsworthy stories.
- Identify and secure media opportunities.
- Create and distribute email "blast" communications, including quarterly e-newsletters, event promotions, and other emails as needed.
- Maintain the organization's presence on social networking sites as needed.
- Ensure that ECHO's website content is current and the site's appearance is user-friendly, professional and attractive.
- Assist in developing publications, including quarterly newsletters and annual report. Includes managing timelines, writing, research, collecting artwork and design.
- Assist with creating and updating all printed marketing materials.
- Maintain agency's display materials to be attractive and accurate.
- Assist in the creation of event sponsorship and marketing materials as needed.
- Work at Echo events.
- Identify and pursue appropriate and impactful community relations opportunities.
- Perform other related duties as requested.

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## Qualifications

- Bachelor's degree in a related field: English, journalism, public relations or communications majors encouraged to apply.
- Experience writing press releases and/or have taken classes in journalism.
- Outstanding written, verbal and visual communication skills.
- Computer skills, including MS Office programs; desktop publishing and graphic layout skills utilizing Photoshop, Illustrator; web-based applications including Constant Contact, WordPress and social media applications.
- Strong understanding of brand management, public relations and online communications.

Project ECHO is a small non-profit that currently has two staff. The individual retained for this internship must be super flexible and willing to help where needed most. ECHO hosts four special events on Fridays and/or Sundays, and we hope the individual retained for this position can help staff these events. Creativity, flexibility, ingenuity and a sense of humor are all traits that would fit in well here. Additionally, staff, consultants, interns and volunteers mostly work from remote locations and will participate in team meetings in person or on a conference call as needed.

The consultant retained for this position is expected to work 40 hours per week from a home/personal office, have their own computer, internet access, telephone, etc.

## Internship Snapshot

**Employment Type:** Part-time internship (40 hours per month/Jan – May, 2019).

**Experience:** Marketing and communications experience is required as are excellent writing skills.

**Required Travel:** Events are hosted at UCLA.

## To Apply

Submit your resume with a cover letter detailing your interest in Project ECHO, this consultancy and how it will help you achieve your professional goals.

Submit your information via email to Diane Quast, Executive Director at [dquast@projectecho.org](mailto:dquast@projectecho.org)