



Job Description

Job Title:	Marketing and Design Associate
Department/Program:	Marketing
Reports to:	Associate Director of Marketing

ABOUT US

The National Head Start Association (NHSA) is a nonprofit organization committed to the belief that every child, regardless of circumstances at birth, has the ability to succeed in life. NHSA is the voice for more than 1 million children, 200,000 staff, and 1,600 Head Start grantees in the United States. Since 1974, NHSA has worked diligently for policy changes that ensure all at-risk children have access to the Head Start model of support for the whole child, the family, and the community.

MISSION AND VISION

NHSA's vision is to lead - to be the untiring voice that will not be quiet until every vulnerable child is served with the Head Start model of support for the whole child, the family, and the community - and to advocate - to work diligently for policy and institutional changes that ensure all vulnerable children and families have what they need to succeed. NHSA's mission is to coalesce, inspire, and support the Head Start field as a leader in early childhood development and education.

OUR CULTURE

NHSA is proud of our inclusive, collaborative, and professional culture. We value and reward teamwork, initiative, creativity, and intellectual and professional growth.

Collaboration

NHSA works in teams— we share ideas, brainstorm endlessly, and constantly seek innovative ideas that advance NHSA's and Head Start's missions.

Vision

NHSA values colleagues who see and seize opportunities, take risks, learn from failure, and bring a relentless passion for our mission.

Creativity

NHSA team members use data to form original insights. We find ways to incorporate innovative ideas and approaches that exist in the rich and vital Head Start community to push our mission.

Mindfulness

NHSA has an organization-wide commitment to strive for excellence; we set clear objectives, achieve ambitious goals, ensure accountability for results, and focus on our impact.

Intellectual Growth

NHSA values those who are curious and hungry for knowledge. Reflecting Head Start's over 50 years of commitment to continuous improvement, our staff is committed to personal and professional growth, understanding, and commitment to NHSA's mission.

THE OPPORTUNITY

NHSA is seeking a **Marketing and Design Associate**. This position will be an important member of the National Head Start Association's Marketing Team. The Associate is supervised by and reports to the Associate Director of Marketing but is expected to work in coordination with all team members. This is a great role for someone with the right skill set looking to gain experience or start a career in this field.

MAJOR DUTIES AND RESPONSIBILITIES

- Produce print collateral and original web content including emails, newsletters, graphics, and other media
- Ensures projects in all digital content channels stay on track—including the web, social media, and multimedia
- Contributes to creative brainstorming sessions to develop new ideas for content development and digital/social engagement
- Creates content from scratch and repurposes other material for digital use
- Fosters close relationships with content generating teams and leadership and develops a firm understanding of organizational strategies and priorities
- Coordinates reports and analytics to evaluate the effectiveness of content and marketing projects

Examples of Day-to-Day responsibilities include but are not limited to:

- Designing a social media graphic in Illustrator
- Distilling the latest planning session into HTML for a conference marketing email
- Laying out a new advocacy fact sheet in InDesign

Other relevant duties as assigned

THE REQUIREMENTS

- Must be able to work independently and be proactive while being a dependable team-player
- Knowledge of HTML and CSS
- Demonstrated command of latest Adobe Creative Suite software (Illustrator, Photoshop, InDesign) or the equivalent
- Knowledge of branding, layout, and typography
- Experience using a CMS to manage web content
- Ability to execute a design and brand aesthetic for print, video, web, and social media
- Great interpersonal skills and humor under pressure
- Good judgment, flexibility, and problem-solving skills
- Bachelor's degree required
- Relevant experience and/or coursework

These are a plus, but not required:

- Experience with video editing and photography
- Knowledge of best practices in PowerPoint presentation and design
- Experience in a marketing environment
- Experience designing logos or branding systems
- Familiarity with Google Analytics

THE PROCESS

Please submit your cover letter, resumé, examples of work (see below), and salary history in one PDF document to jobs@nhsa.org with **Marketing and Design Associate** in the subject line.

Please submit 1 - 3 examples of your work - this could include a sample of your writing, a publication or document that you designed/laid out, a web project that you worked on, or anything else you think relevant to this position. No phone calls, please.

NHSA IS AN EQUAL OPPORTUNITY EMPLOYER. All qualified applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, gender identity or expression, personal appearance, family responsibilities, political affiliation, or enrollment in a college, university, technical school, or adult education.