

Job Title: Marketing Specialist

Organization: Junior Achievement of Central Carolinas

Location: Charlotte, NC

Organizational Summary:

Junior Achievement's mission is to inspire and prepare young people to succeed in a global economy. We equip young people with the skill, mindset, and real-world exposure needed to navigate a changing economy. Through experiential, career-connected learning, students build confidence, capability, competence, and connections that open doors to futures they can see and step into.

Position Overview:

We are seeking a motivated and creative entry-level Marketing Specialist to join our team. The Marketing Specialist works directly on various communications initiatives that support JA's mission. With guidance, the ideal candidate will assist in crafting impactful messaging, design engaging materials, and execute strategic marketing efforts across digital and print channels.

Please submit a cover letter with your application.

Key Responsibilities:

- **Assist in drafting and editing the monthly e-newsletter:** Will assist in writing content, organizing layout, and ensuring timely distribution.
- **Support social media content creation and management:** Help develop, schedule, and publish posts on platforms like Facebook, Instagram, LinkedIn, and TikTok. Ensure content aligns with the organization's branding and goals.
- **Create and design marketing materials:** Collaborate on the design of program flyers, promotional materials, and event collateral.
- **Execute email marketing efforts:** Scrub, segment, and maintain the Constant Contact email list to improve communication outreach.
- **Collaborate with program teams:** Work with program team members to capture photos, video, and testimonials from JA BizTown, JA Finance Park, and other programs to help tell the JA story.
- **Conduct market research and analytics:** Track the performance of digital campaigns, analyze results, and provide recommendations for improvement.
- **Provide event support:** Create marketing collateral and assist in promoting and marketing JA events through online and print channels.
- **Other duties as assigned:** Provide general support to the team as needed.

Qualifications:

- Degree in Marketing, Communications, Public Relations, or related field, or have completed at least two years of post-secondary education.
- Strong writing, editing, and verbal communication skills.
- Proficiency in social media platforms (Facebook, Instagram, LinkedIn, TikTok, etc.).
- Familiarity with design software (e.g., Canva, Adobe Creative Suite) is a plus.
- Experience with email marketing platforms like Constant Contact or Mailchimp is a bonus.
- Creative thinker with the ability to work independently and as part of a team.
- Detail-oriented with strong organizational skills.

THE PACKAGE:

At JA of Central Carolinas, you will have access to competitive benefits, including health insurance, 401K, and generous paid time off, in addition to a base salary. This position is full-time, in-person, located at JA of Central Carolina's Opportunity HQ in Camp North End, Charlotte, North Carolina.

EQUAL OPPORTUNITY EMPLOYER:

JA of Central Carolinas is an equal-opportunity employer committed to diversity and inclusion in the workplace. JA prohibits discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, and local laws.

This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff recall, leave of absence, compensation, benefits, training, and apprenticeship. Junior Achievement of Central Carolinas makes hiring decisions based solely on qualifications, merit, and business needs at the time.

Job Type: Full-time

Expected hours: 40 hours per week

