



Job Title: Marketing and Public Relations Associate
Department: Business Development
Reports To: Marketing and Public Relations Manager
FLSA Status: Non-exempt, 15-20 Hours Per Week
Grade: 2
Cellphone: N/A
Parking: Company Paid

FEI Behavioral Health (FEI) has a 40-year history in enhancing workforce resiliency by offering a full spectrum of solutions, from EAP and organizational development to workplace violence prevention and crisis management. One of the most successful social enterprises in America, FEI is wholly owned by the Alliance for Strong Families and Communities (Alliance), a national network of social sector organizations working to achieve its vision of a healthy and equitable society. FEI contributes over \$1,000,000 annually to the Alliance in support of its work and the work of its network in the community.

Summary

FEI is seeking a seasoned marketing and public relations professional (age 50-plus) to contribute his or her cumulative knowledge and expertise for a flexible part-time position (15-20 hours per week) in our downtown Milwaukee offices. He or she will support the execution of various business initiatives through exceptional content marketing, web management, social media coordination and email communications. In collaboration with the marketing and public relations manager, this position will help maintain the business department’s communications calendar; assist in message development; support special projects related to ongoing business goals; and write, edit and publish content to help FEI achieve its engagement and revenue objectives.

As with the Alliance’s Second Acts for Strong Communities initiative, FEI is looking to intentionally harness the skills and wisdom of adults age 50-plus in paid and unpaid roles to contribute to our workforce resiliency business solutions and support the well-being and productivity of our customers’ employees.

Essential Duties and Responsibilities include the following. Other duties may be assigned:

- Write clear and persuasive content for social media, web, promotional email campaigns, print collateral, etc. that effectively attracts and engages target audiences.
- Edit and provide feedback on pieces written by colleagues including white papers, case studies, staff blogs, social media content, articles, email campaign blasts, print material and other collateral as assigned.



- Assist in monitoring, reviewing and reporting on all marketing activity, impact and results for web including social media analytics, web traffic analytics, email open rates, etc.
- Collaborate with colleagues to help shape marketing strategy/approach.
- Ensure all communications adhere to FEI brand and style standards.

Desired Experience

FEI is seeking a seasoned marketing and public relations professional (age 50-plus). Previous work related to content development, copywriting and marketing strategy is required. Experience with email automation software (e.g. Real Magnet/Higher Logic), content management software (e.g. WordPress), customer relationship software (e.g. Salesforce) and social media management preferred.

Qualifications

The requirements listed below are representative of the knowledge, skills and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

- Extensive experience in writing, editing and adapting copy for different communications channels and diverse audiences.
- Experience with email marketing software (Real Magnet/Higher Logic), web content management systems (WordPress) and social media platforms (LinkedIn, Facebook and Twitter) as well as Google Analytics. Familiarity with software such as SurveyMonkey or Basecamp a plus.
- Demonstrable use of analytical data to adjust marketing strategy and increase audience engagement.
- Comfortable being supervised by, and collaborating regularly with, a remote, out-of-state manager; tools will be provided to assist with this partnership. On-site support is also available, with the potential for cross-collaboration with the Alliance marketing team.
- Ability to research, plan and execute projects in a high-paced, deadline-driven environment while generating new ideas and creative solutions to unique challenges.
- Ability to work independently, as well as part of a team, and establish and maintain effective working relationships with others.
- Interest in learning about workforce resilience and enhancing employee well-being through four core service offerings: Employee assistance programs, crisis management, workplace violence prevention and organizational development.
- Show and foster respect and appreciation for each person, whatever that person's background, race, age, gender, disability, values, lifestyle, perspectives or interests.
- Experience with Microsoft Office Suite, specifically Word, Excel, SharePoint, Skype and Teams.



Competencies

- **Drive for Results:** Focuses on executing consistent high-quality results; sets high standards for self; sets up feedback loops and monitors work flow to celebrate success, identifies problems early and develops solutions; focuses on the priorities; explores work challenges from all sides; works to continually improve operations and processes.
- **Personal Accountability:** Holds self-accountable for achieving goals and commitments; takes responsibility for own actions and for mistakes; willing to be a champion for new ideas; takes appropriate risks to meet goals and to address challenges and opportunities; open to feedback, suggestions, new ideas and facts; actively listens to and understands others; takes responsibility for understanding the goals of and supporting other departments.
- **Resilience:** Keeps balance, focus and humor during stressful times and promotes and supports the same for all team members; able to recover from setbacks on the path to success; is flexible when dealing with difficult situations; easily makes transitions to new ideas and policies; open and supportive of new approaches and ideas of others; receptive/comfortable with change; can effectively partner with individuals with different communication and work styles; has sense of humor.
- **Customer Focus:** Understands we are advocates for our customers and treats our network, colleagues, peers, funders, clients and partners as customers; continuously creating new initiatives to improve the overall customer experience and satisfaction; sees issues/customer concerns from customer's point of view; builds positive, respectful, and trusting relationships with both internal and external customers; keeps customer success as a high priority.
- **Collaboration:** Seeks and enlists active participation of all internal and external customers in handling opportunities and challenges; builds strong working relationships with all stakeholders; addresses conflict immediately in an open, productive, trusting style; provides ongoing open flow of relevant information to team members and other stakeholders and strives for a balance of working independently and creating opportunity for input and feedback; seeks out and welcomes differences; embraces diversity.
- **Learning Agility:** Learns quickly from all types of situations and is able to adapt behavior to new situations to improve performance; spends time learning new skills and knowledge; takes risks in applying new ideas/thinking/approaches to opportunities and existing challenges; keeps updated on organizational and industry information/changes; studies and understands organization wide and industry trends and new research; collaborates with manager to create continuous development opportunities; analyzes successes and failures for areas of self-improvement; experiments with creative approaches to new opportunities and managing challenges.



Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand; sit; use hands to finger, handle or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to walk; climb or balance; and stoop, kneel, crouch or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the downtown, open-office work environment is usually moderate.

Minority candidates are strongly encouraged to apply.

Approved By: Human Resources Specialist

Approved Date: January 8, 2019
