Media Specialist

Childsplay is seeking a highly motivated, creative and organized individual to join our ensemble as Media Specialist. This is a full time, exempt position with benefits reporting to the Director of Markets & Relationships.

Primary duties include but are not limited to:

- Participating in the strategic development, design and implementation of brand positioning, product marketing, as well as brand, market and product awareness
- Planning and executing promotional activities across multiple distribution platforms including newspaper, magazine, TV, radio, direct mail, electronic and social media
- Expanding and maintaining web site content and social media marketing initiatives via Facebook, Twitter, YouTube
- Nurturing media relationships and managing media interviews
- Preparing and distributing press releases, Fact Sheets, TV and radio advertising copy
- Participating in the development and implementation of market research and analysis of marketing surveys and data to identify and recommend opportunities for marketing, advertising and community engagement

<u>The ideal candidate</u>:

• Understands and effectively communicates the mission of the company
• Has a true desire to be part of the Childsplay ensemble which is a community of motivated and invested professionals who work together to fulfill Childsplay's mission in an environment where creativity and participation are honored in all
• Works closely with members of the ensemble to develop creative concepts that effectively communicate the Childsplay experience to our various markets and constituencies
• Participates in shaping strategy
• Can carry the voice of Childsplay's brand through all media consistently
• Creates and completes projects on time and within budget constraints
• Ensures market strategies are consistent with company strategy
• Stays current on all new interactive advertising technologies
• Manages and builds relationships with community partners and ensemble members

<u>The job requires that you have</u>:

• Strong written and verbal communication skills
• Bachelor's degree in marketing, communications, and/or journalism and one year of related experience; or any equivalent combination of education and/or work experience
• Ability to handle and prioritize multiple projects and to adjust to inevitable changes in timelines, deadlines, and project goals
• Ability to think creatively and with vision to develop plans that will increase awareness and improve public perception of Childsplay's brand
• Proficiency in Microsoft Office and Dreamweaver

You'll Be A Great Fit if:

• You conceive and execute fresh approaches to engage our community
• You understand all the rules of grammar – so you can break them when you need to
• You are a chameleon – able to write and communicate in many voices, changing from one to another as quickly as you change from one project to another
• You can rock a short press release headline.
• You play nice with others and can partner with both artists and administrators to ensure the message supports the concepts and strategy
• You can juggle lots of projects at one time
• You are almost annoyingly attentive to detail
• You love all things digital and are always looking for the next cool thing
• You're pro-active, self-starting and always thinking
• Your passion for the message goes way beyond "making a cool print ad"
• You're nice. Especially to the folks working with you
• The only thing you know for certain is that you don't know it all and relish the prospect of being a part of a learning organization

Compensation and Benefits:

We offer a competitive salary based on industry standards ($27-$30,000) and an excellent benefits package. Childsplay has a casual office environment and dress code, and unlimited opportunities to develop creative and ground breaking community engagement strategies. No phone calls please. We will contact candidates whose skill sets, education and experience meet the requirements for the job. Childsplay is an equal opportunity employer and we value the diversity of our ensemble along with the community we serve. Due to our work in the schools and with young people, all serious candidates must submit to finger printing and a background criminal check.

Application:

Applicants must submit a cover letter, resume and the names, email addresses and phone numbers of three professional references. Final candidates will be required to submit examples of print and digital media work. Cover letter and/or resume should clearly illustrate why you are the ideal candidate and how your prior knowledge and experience meets minimum qualifications and prepares you to take on the primary duties of this position. Resume should include employment in month/year format (e.g. 6/10-7/11), job title, job duties and employer name for each position. DEADLINE: January 18, 2012. Submit materials to:

Beth Vershure, Director of Markets & Relationships
Childsplay, Inc.
Campus for Imagination and Wonder
900 S. Mitchell Dr.
Tempe, AZ 85281

Email submissions can be made to bvershure@childsplayaz.org. No FAX submissions.