



Marketing Communications Associate

Organization Overview

Felton Institute has been at the forefront of social service innovation, pioneering development of new approaches to meet emerging needs of underserved populations for over 125 years. Felton Institute's mission is to respond to human needs with cutting edge social services and treatment that combine the best social science research with cultural sensitivity, a deep respect for the consumer, and a commitment to social justice. Today Felton serves over 13,000 people in 11 languages in 5 counties with range of services from childcare to mental health treatment to employment services.

Felton Institute's vision is to be a significant driver of national innovation, developing, testing, and implementation of evidence-based practice to fidelity in community based settings. With a \$19 million operating budget and over 200 employees, Felton offers a dynamic, challenging, and supportive work environment. All staff is supported to increase their skills, enter new domains, and increase their position and salary as their skills grow.

Beyond our work in San Francisco, Felton Institute is taking a leadership role in scaling early intervention services for psychosis and schizophrenia nationally, by expanding the PREP program and incubating the new National Psychosis Prevention Council.

Function

The Marketing Communications Associate will create content for Felton Institute (felton.org) and two sub-brands – Prevention & Recovery in Early Psychosis (PREPwellness.org) and Felton Research and Training (feltonresearch.org) – across several mediums:

- Digital content (managing content dynamic websites)
- Social (blog, Facebook, Twitter, LinkedIn and other potential channels)
- Education (webcasting, video)
- Events (speeches, leave behinds, PowerPoint, Keynote)

This individual must be a self-starter, and have excellent communication skills, both written and verbal. In addition, the candidate must have effective time management and organizational skills, flexibility, and the ability to keep many balls in the air. Entrepreneurial thinking and a keen ability to be "hands-on" in a start-up environment are essential.

Primary Responsibilities

Content Creation:

- Create compelling content for websites, webinars, videos, brochures and client communications

Acquisition/Retention Marketing:

- Prepare regular newsletters using content provided by Senior Staff
- Develop educational webcasts and videos to help generate leads and educate clients & donor base

Social Media:

- Create content for Felton blog and curate 3rd party content
- Create Facebook, Twitter and LinkedIn content and community management
- Actively listen to social space and help to determine where Felton & sub-brands should be participating. Other duties as required

Minimum Qualifications

- BA, BS or higher, preferably in marketing, communications, journalism or related field
- 5 plus years of marketing/communications experience
- Fluency in WordPress or similar app.
- Experience in design and positioning of on-line content
- Experience in social media.
- Health care, mental health care and/or social services experience/interest desirable
- Demonstrated ability to quickly become a subject matter expert on a particular business/ topic
- Superior organizational and operational skills and ability
- Excellent written and verbal communication skills
- Creative, resourceful, and out-of-the-box thinker
- High-energy, proactive, creative, team-oriented, analytical individual and leader with a passion for social change
- Microsoft Office, Excel, PowerPoint, social media skills; experience with WordPress/HTML a plus

Division: Administration

Position: Part time 60 %

Location: San Francisco

Reports to : Chief Operating Officer

PLEASE SEND RESUME/COVER LETTER TO:

Al Gilbert, COO, Felton Institute

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