



The Mission of the PTSD Foundation of America is to bring hope and healing to Combat Veterans suffering from the effects of combat-related Post Traumatic Stress. The Marketing Assistant will be integral to ensuring the foundation's message is distributed efficiently and effectively to all potential users, partners, and donors.

**Job Description:** The Marketing Assistant will be responsible for helping create, maintain, and monitor information and strategies that are distributed to all marketing platforms such as the website, social media, print, video as well as presentations. This position will work with many departments within the foundation to ensure a consistent message is disseminated throughout the organization and to the public. This position reports to the Communications and Marketing Manager.

### Key Accountabilities:

- Content creation and management
- Build and maintain a media, radio, TV, and print partners database.
- Coordinate and facilitate press and communication tasks: content, interviews, website news, exclusive acts, etc.
- Create a monthly newsletter that is distributed to partners, sponsors, and donors.
- Maintain email marketing calendar to ensure accurate and timely delivery of content.
- Email marketing: development, creative input, running, results, and campaigns
- Maintain unified brand voice and messaging across different social media channels and websites.
- Community interaction with users.
- Create Social commerce: leads, calls to action, and conversions in social media.
- Facilitate online communities and brand representation in different forums and communities.
- Online branding: searching, identifying, and improving all brand-related aspects in social media.
- Monitor online media, information sources, and social channels.
- Website: content optimization and stimulation, improvements within the website structure: functionality, usability, navigation by users. Promoting, marketing, and communicating all the website's contents.
- Measurements and follow-up: determining the ROI of the work carried out, justifying the quality of the actions taken and, of course, the results thereof.
- Keyword optimization and improvement in new SEO/SEM opportunities.
- Create reports on online positioning, online reputation, and online results.
- Facilitate online communities and brand representation in different forums and communities.
- Video marketing: optimization, search, keywords, sponsored videos, marketing.

### Position Requirements:

- Bachelor's Degree in Marketing with 4 years of experience and a proven track record of success.
- Effective verbal, written, and interpersonal communication.
- Understanding of SEO and web traffic metrics
- Strong interpersonal skills and the ability to create and maintain solid working relationships at all levels across the organization and externally.
- Excellent attention to detail and an ability to produce high-quality, accurate work within designated deadlines.
- Ability to maintain confidential and/or proprietary information.
- Excellent knowledge and use of Facebook, Instagram, Twitter, and other social media platforms
- Proficiency in the use of photo editing software such as Adobe Creative Cloud (Photoshop, Premier Pro, Canva) or equivalent digital media editing tools
- Proficiency in the use of Microsoft Office software applications required.

### Physical Requirements:

- Regularly requires sitting or standing for extended periods of time.



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PTSD FOUNDATION  
OF AMERICA

## Marketing Assistant

- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Compensation:** The PTSD Foundation of America offers the following:

- Hourly: \$20.00 - \$26.00 per hr
- Medical, Dental, and Vision benefits
- Life Insurance
- Other benefits