



## **Marketing Specialist**

### **Organization Overview**

Maddux Achilles Haggard was born on Feb. 4, 2005, with a condition incompatible with life. On the sixth day of his young life, his parents Mike and Cheryl Haggard had to make the excruciating decision to take him off life support. Before they did, they called photographer Sandy Puc' to take portraits of them cradling their son. Puc' photographed the couple with Maddux at the hospital before he was removed from life support and after — when he was free from the tubes and the wires that had sustained him.

Those tender photographs documenting Maddux's eternal connection with his parents inspired Cheryl Haggard and Sandy Puc' to begin the nonprofit organization, Now I Lay Me Down to Sleep (NILMDTS). Since 2005, NILMDTS has provided tens of thousands of parents with the free professional portraits of their baby. NILMDTS administers a network of over 1700 volunteer photographers in the United States and around the world.

### **Overview of Marketing Specialist**

The Marketing Specialist works with the Marketing Manager. The Marketing Specialist is a full time remote position responsible for generating marketing and social media content for the organization. The expectation is that this position will be able to take an idea or concept, develop the process, and successfully execute the process.

**Reports to:** Marketing Manager

### **Responsibilities:**

#### **Marketing and Communications**

- Create graphics and schedule marketing emails within Canva and Infusionsoft.
- Create graphics and post social media content on Facebook, Instagram, and LinkedIn.
- Engage and moderate comments and direct messages on all social media platforms.
- Generate and schedule blog posts in WordPress.
- Reach out to families for promotional image use both digital and print. .
- Schedule notifications and create events on the NILMDTS App and text message.
- Import Facebook Fundraisers, Session Opt-In, Shopify Opt-in monthly to receive newsletters.
- Creation and management of online marketing including, but not limited to Facebook Ads and Google Ads, etc.

#### **Remembrance Walks**

- Generate and schedule emails pertaining to the Remembrance Walk as given from the Marketing Manager.
- Create and maintain walk landing page on main website



- Responsible for the design of the program book, t-shirt, event signage, and all printed materials related to the event.
- Import new Walk participants biweekly to Infusionsoft.
- Creation and maintenance of all website landing pages for the event.
- Facilitate posts to Facebook Walk Event Pages.
- Create Digital Walk Signs to share on social media as needed.

### **Program**

- Generate and schedule Volunteer emails with content given from the Director of Programs.
- Pull, import new and in training volunteers into Infusionsoft and track statistics of emails.
- Create Volunteer Facebook Page posts with content from the monthly Volunteer newsletter.
- Merge duplicate contacts for each contact import to Infusionsoft and fix email address typos.
- Generate blog posts for Volunteer Anniversaries and Logged Sessions monthly.

### **Medical**

- Generate and schedule emails for Medical Affiliates and Medical Affiliates In Training with content given from the Director of Programs.
- Import new Medical Affiliates into Infusionsoft.
- Schedule emails and track email statistics.

### **Skills and background:**

1. Bachelor's Degree in related field
2. 2-4 years of social media and graphic design experience
3. Nonprofit experience helpful, but not necessary
4. Computer Skills
  - a. Experience or ability to work on Macintosh computer
  - b. Proficient in all Microsoft Office Software
  - c. Project management software
  - d. Zoom meeting software
  - e. Experience with databases
  - f. Familiarity with making website updates in Word Press
  - g. Experience with graphic design programs, including Photoshop and InDesign
  - h. Strong experience of social media and its use in nonprofits including Facebook, Twitter, LinkedIn

### **Essential Job Functions:**

- \* Ability to be sensitive to the nature of our work
- \* Strong critical thinking and organizational abilities
- \* Strong ability to troubleshoot and solve problems
- \* Ability to coordinate multiple tasks efficiently while meeting deadlines and objectives
- \* Ability to communicate effectively with photographers, other volunteers, and parents
- \* Ability to take initiative and complete projects with little supervision
- \* Exceptional verbal and written communications skills
- \* Demonstrated knowledge and ability to work independently and as a team member
- \* Strong attention to details
- \* Must enjoy working in an office environment
- \* Must be available to work primarily during office hours Monday – Friday and the availability to work occasional evenings and weekends
- \* Ability to answer phones and speak with those who call NILMDTS
- \* Ability to lift 25 pounds



## **CORE VALUES**

The following are the Core Values of the NILMDTS Team.

### **Passionate Contribution**

We believe that collectively we make a powerful impact on the healing journey of families. We contribute to our role in the organization in a way that demonstrates passion and commitment.

### **Prioritize People**

We take pride in having a positive mindset about our team and consider the perspective of others. We show appreciation to each other. We encourage each other to rest and rejuvenate,

prioritizing our health and most important relationships, so we can make our greatest contribution.

### **Unyielding Integrity**

We are honest, do what is right, and honor our commitments. When we make a mistake, we own it, resolve it, and learn the lesson to avoid it in the future. When someone deserves credit and appreciation, we acknowledge their efforts and achievements.

### **Continuous Growth**

We constantly strive to improve the mission of the organization as well as improve ourselves. We are open to improvement, growth, and change so we can better serve more families.

## **TO APPLY**

By email: Please submit a cover letter, resume, and salary requirements to NILMDTS: [employment@nilmdts.org](mailto:employment@nilmdts.org)

“Marketing Specialist” as your subject line.

For more information about Now I Lay Me Down to Sleep

Please visit our website <http://www.nowilaymedowntosleep.org>