



**Kindred Place**  
peace begins here

**Job Posting: Marketing Specialist**

Posting closes: February 21, 2020

Send letter/resume to: [jobs@kindred-place.org](mailto:jobs@kindred-place.org)

## **Marketing Specialist Kindred Place, Memphis, TN**

### **About Kindred Place**

Kindred Place is a non-profit family counseling and education center. After operating for more than 30 years as the Exchange Club Family Center, we changed our name to Kindred Place in 2018. Under both names, old and new, we are passionate about healthy relationships and nurturing homes. Our team includes 14 therapists, all specializing in complex family dynamics, including divorce, volatile relationships, abuse, and trauma recovery. We're looking for an energetic and creative marketing specialist to help strengthen our relationships with families, attorneys, schools, and the community. This is a hands-on job that requires knowledge of social media platforms, email marketing tools, website content management, graphics development, and collateral production. We offer an extremely flexible and friendly work environment, medical, dental, retirement, disability, and supplemental benefits, and a chance to help save the world by helping families.

### **Primary Responsibilities:**

#### **1. Content creation and management**

- Develop and create marketing materials, such as flyers and brochures for programs, and ensure brand guidelines are met
- Write, proofread, and edit creative and technical content across different mediums
- Collaborate with the clinical team to develop content for print, online, and live presentation

#### **2. Communications management**

- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events.
- Analyze and report on the performance and efficiency of campaigns
- Analyze trends to identify new marketing opportunities

### **Qualifications**

- Bachelor's degree in marketing, communications, or a related field
- 2-5 years of experience in marketing
- Strong knowledge of various marketing and analytics tools and software
- Strong written and verbal communication skills
- Exceptional attention to detail
- Strong prioritization, organization, and project management skills
- A great attitude and willingness to learn and grow

Salary range \$45,000-\$55,000 depending on qualifications and experience.