



*Help From The Heart
To Break The Cycle Of Foster Care*

Marketing Specialist Just in Time for Foster Youth

Did you have a family to count on when you turned 18? Each year, hundreds of youth without caring connections face similar obstacles, struggling to find essential support they need to survive and thrive when they're finally out on their own.

If you have the passion and commitment to make a real difference in the lives of young people in transition, taking a critical role in creating innovative opportunities for greater self-sufficiency and well-being, then we want to talk to you about being a leader on our team. If you're looking for a dynamic, impact-driven organization that values exceptional interpersonal skills and a passion for transformative change—and offers you the opportunity to use your strengths each and every day with a team of like-minded individuals—let's talk.

As JIT Marketing Specialist, you'll help mobilize San Diego as an "extended family" to fill the resource and relationship gap for over 1,000 young people each year. In the process, you'll grow our community of youth, volunteers, investors, and stakeholders to help those we serve become confident, capable and connected to break the cycle of foster care.

In this role, your core accountabilities will be:

- Translate JIT's unique theory of change into compelling messages for outreach, fundraising and communication with stakeholders and the community.
- Execute and enhance the JIT marketing plan.
- Turn our data, outcomes and impact into powerful stories across existing and untapped platforms that move people to engage with our mission.
- Align all internal and external marketing and communication activities, from flyers and annual reports to social media and PR opportunities.
- Create high quality content, including exceptional print, digital, and online marketing materials for events, campaigns (4+ annually), reports, presentations, outreach to participants, volunteers, and investor stewardship to increase our influence and impact throughout the year.
- Manage and enhance JIT's website for a consistently engaging user experience that advances our mission with up to date compelling content while leveraging all current and future opportunities to engage the JIT community and general public.
- Work with the appropriate staff and contractors to meet the communication needs of the organization as measured by results in these areas:
 - Compelling communication content to donors/investors to meet our revenue goals, including four major annual campaigns and targeted events
 - Ongoing engagement to recruit and retain service and skilled volunteers
 - Collaboration on content for marketing to youth participants
 - Internal marketing communications to raise staff engagement in our mission
 - Messaging to other nonprofits/agencies and partners to build the JIT Brand
 - Messaging to target audiences regionally and nationally, as evidenced by new contributions, collaborative opportunities, and multi-media exposure



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So, here's the challenge...

During the first 30 days, you will:

- Learn JIT's core values, purpose and unique theory of change for messaging, outreach, fundraising and communication with stakeholders and the community.
- Become intimately acquainted with all JIT services and processes, including the project(s) you will lead, and your other assigned areas of focus; use of WordPress and MailChimp platforms to write, produce and send the weekly digital newsletter.
- Learn how your personal strengths and their relation to other members of the team will achieve the best results

During the first 60 days, you will:

- Work with the Marketing Manager to develop goals and assign tasks for your projects with development, youth services and volunteer services
- Create overall messaging for various stakeholders
- Respond to requests in a timely manner as defined by your supervisor
- Establish trusting contact with key stakeholders and internal collaborators

On an ongoing basis, you will:

- Prepare and anticipate what needs to be done to advance the mission
- Meet deadlines and follow through on commitments
- Communicate consistently (schedule, work, obstacles, challenges)
- Focus on key priorities
- Take ownership of projects and approach them with an appropriate level of urgency
- Seek out help and apply constructive feedback
- Capture, collect, write, refine, and produce compelling written and visual stories
- Work with volunteers as needed to support service goals
- Develop your own capacity to tell compelling stories, personally and organizationally
- Travel within San Diego County as needed to build partnerships with the community, collaborate with colleagues
- Other duties as assigned

Competencies and Skills

- **Written Communications** - Can write clearly and succinctly in a variety of communication settings and styles; can get messages across that have the desired effect.
- **Process Management** - Good at figuring out the processes necessary to get things done; knows how to organize people and activities; understands how to separate and combine tasks into efficient workflow; knows what to measure and how to measure it; can see opportunities for synergy and integration where others can't; can simplify complex processes; gets more out of fewer resources.



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- **Planning** - Accurately scopes out length and difficulty of tasks and projects; sets objectives and goals; breaks down work into the process steps; develops schedules and task/people assignments; anticipates and adjusts for problems and roadblocks; measures performance against goals; evaluates results.
- **Customer Focus** - Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
- **Creativity** - Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings.
- **Action Oriented** - Enjoys working hard; is action oriented and full of energy for the things they see as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.

Core Values

Just in Time for Foster Youth is a value – driven organization so **how** a member of our team achieves results is as important as reaching the assigned outcomes. The following core values are essential:

- **AUTHENTICITY:** We are open, honest, and courageous, practicing confident vulnerability even in difficult circumstances
- **COLLABORATION:** We think outside the box to find the WIN-WIN outcome together and achieve
- **INCLUSION:** We embrace all people with compassion to honor their value and celebrate their unique identities. I matter, you matter
- **INNOVATION:** We adjust to new challenges and constant change, finding creative ways to support continuous growth and improvement
- **INQUIRY:** WE seek to understand first and ask powerful questions to discover what is truly needed
- **INSPIRATION:** We engage in a way that inspires our youth, volunteers, and community to reach their full potential
- **OWNERSHIP:** We take responsibility and consistently follow through on our words, actions, promises, and commitments

Desired Qualifications

- Bachelor's degree (preferred)
- Proficiency in Microsoft Suite (Outlook, Excel, Word, PowerPoint, SharePoint, OneDrive, Teams)
- Proficiency in Canva, WordPress, MailChimp and Adobe applications
- Basic knowledge using virtual community platforms (Zoom, Google Hangouts, etc.)
- 1+ years of related work experience preferred (presentation skills, outreach, etc.)
- Personal knowledge of foster care system and related issues
- Bilingual (preferred)



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Application Process

This is a full-time, non-exempt position that is available immediately and will remain open until filled. Interested candidates should submit a cover letter and resume to

JITcareers@jitfosteryouth.org.

Just in Time is an equal opportunity employer and does not discriminate against persons based on race, religion, national origin, sexual orientation, gender identity and expression, marital status, age, disability, pregnancy, medical condition or covered veteran status.