



Job Title:	Marketing Fellow	Reports to:	Operations Manager
Department/Division:	Operations	Direct Reports:	None
Status:	Non-Exempt	Date:	August 6, 2018

Mission and Values:

Innovia Foundation drives community transformation.

We are a community foundation that connects donor generosity to our region's most pressing causes. We collaborate with partners to drive transformation across Eastern Washington and North Idaho.

Office Culture Statement:

At Innovia Foundation, we invest in our staff and create an empowering and innovative work environment.

We are passionate about serving our communities.

We trust and treat each other with honesty and respect.

We support, inspire and encourage each other.

We are accountable to ourselves and each other.

We respect our colleagues by being present and having direct and open communication.

We are intentional in our interactions.

We have a deep commitment to equity internally and throughout our region.

We celebrate our successes.

History:

Our Roots: In 1974, as Spokane was preparing to host the World's Fair, a group of concerned citizens saw a need for a foundation that could continue revitalizing the communities of the Inland Northwest. That year, the Junior League of Spokane founded the Greater Spokane Community Foundation, a new entity that replaced the original Spokane Foundation, which had been established in 1915 with a single trust.

Our Reach: In the 1970s and 1980s, the foundation's understanding of "community" grew, and we began to reach beyond the Spokane area. Recognizing that people with common interests and concerns know best how to meet local needs, the foundation's territory expanded to include 10 counties in Eastern Washington and 10 counties in North Idaho. The name was changed to Foundation Northwest to reflect the expanded region. In 2006, the foundation conducted 500 interviews with community members and developed a comprehensive strategic plan. This launched another period of major growth. Our name was rebranded to Inland Northwest Community Foundation.

Our Rebrand: In 2018, the foundation underwent a rebranding effort. The rebrand to Innovia Foundation was a strategic decision to bring greater awareness and engagement around important issues in the region—and the important work the foundation is already doing. The new name and brand was the result of a thorough and thoughtful process involving not only the foundation’s staff and board, but also community partners and other key stakeholders.

Position Summary:

The focus will be to assist in the implementation of the new Foundation brand and communicate the impact of its work in 20 counties of Eastern Washington and North Idaho.

Duties and Responsibilities:

Duties where the student fellow may assist:

- Develops content showcasing donors, nonprofits and professional advisors to be used throughout different marketing tactics
- Craft eye-catching article headlines and teasers
- Help execute social media strategy that communicates Innovia Foundation’s mission via Facebook
- Plans and executes press outreach and assists with media monitoring
- Plans and executes outreach to community organizations
- Coordinates and participates in other collaborative staff projects

The student fellow will gain experience with:

- Collaborative engagement through interaction with Innovia Foundation department heads (and potentially Foundation Board/Committees)
- Applied research that requires critical thinking, strategic planning and the establishment of measured outcomes
- Working in an entrepreneurial and professional environment
- Working in a complex database system
- Visual communication design

Secondary Responsibilities

- Works on special projects, as assigned
- Performs other tasks and duties, as assigned

Position Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education/Experience:** Preference for incoming Senior or Graduate level college students studying English, Journalism and/or Marketing.

Skills/Abilities:

- Able to manage multiple tasks and prioritize work
- Proficient in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint)
- Ability to work independently
- High attention to detail
- Excellent customer service and communication skills
- Demonstrated ability to help improve online presence, visibility and strength including but not limited to the interest in and aptitude to effectively perform tasks in the following areas:
 - Write attractive, compelling copy for website content, blogs, social media posts, etc.
 - Social media platforms, including a strong presence on social platforms (Facebook, YouTube, LinkedIn, Instagram, etc.), development of a social media calendar and setup/management of targeted (paid) campaigns to reach a targeted audience of influencers and ambassadors.
 - Search results - search engine optimization (SEO) and search engine marketing (SEM), a.k.a. 'pay-per-click.'

The ideal student-fellow will be:

- excited about sharing stories of how philanthropy can lead to community improvement
- a high achiever
- academically strong, creative and independent
- committed to collaboration
- able to effectively balance multiple projects

Physical Abilities:

- Primary functions require sufficient physical ability and mobility to:
 - Sit for prolonged periods of time;
 - walk;
 - operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard;
 - utilize verbal and written communication to exchange information
 - Clearly see 20+ feet, with or without corrective lenses, and differentiate between colors
 - occasionally stand, stoop, bend, kneel, crouch, reach and twist;
 - climb stairs;
 - lift, carry, push and/or pull up to 20 pounds

Mental & Other Skills/Abilities:

- Adaptability: ability to adapt to changes, delays or unexpected events in the work environment; ability to manage competing demands and prioritize tasks; ability to change approach or method to best fit the situation.
- Dependability: ability to follow instructions, both in written and verbal format; ability to respond to management direction; ability to complete tasks on time or notify the appropriate person with an alternate plan when necessary.

- *Interpersonal Skills:* ability to develop and maintain positive working relationships and teamwork both inside and outside the organization while effectively handling internal pressure.
- *Judgment:* ability to make prudent and timely decisions; ability to exhibit sound and accurate judgment; ability to explain reasoning for decisions.
- *Problem Solving Ability:* ability to identify and/or prevent problems before they occur; ability to formulate alternative solutions to problems when necessary; ability to transfer learning from past experiences to new experiences of similar nature.
- *Quality Management:* ability to complete duties, on time and with precision; ability to edit the accuracy and thoroughness of one's work as well as the work of others; ability to constructively apply feedback to improve performance, ability to generate ideas to improve and promote quality in work
- *Reasoning Ability:* ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form; ability to work through problems involving multiple variables.

Work Environment:

The employee is exposed to typical office environment conditions and noise levels.

Hours and Compensation:

Work hours are flexible and will range from 5 to 15 hours per week. Compensation is \$15 per hour. Start date will be on or after September 17. The fellowship will conclude during spring term.

To Apply:

Application review begins September 7, 2018. Please provide a resume with cover letter and two writing samples of your choice to the email below.

Hiring Manager:

Lauren Nissen, Operations Manager
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