

## **JOB DESCRIPTION**

### **Marketing Assistant**

|                      |                     |                         |                   |
|----------------------|---------------------|-------------------------|-------------------|
| <b>Job Title:</b>    | Marketing Assistant | <b>Job Category:</b>    | Assistant         |
| <b>Commitment:</b>   | 8-10 hours/week     | <b>Travel Required:</b> | None              |
| <b>Location:</b>     | Remote              | <b>Position Type:</b>   | Entry-Level       |
| <b>Compensation:</b> | Stipend provided    | <b>Reports To:</b>      | Marketing Manager |

### **About Us**

The Pediatric Retinal Research Foundation is dedicated to supporting the community of families impacted by blinding pediatric retinal diseases and championing the quest for cures. We leverage storytelling, research, and community engagement to achieve our mission.

### **Role Overview**

PRRF seeks a Marketing Assistant to support our web and social media storytelling. This role is designed for anyone seeking hands-on experience in digital communications, journalism, content creation, and marketing strategy.

### **What You'll Do**

#### **Social Media & Content**

- Brainstorm and draft content ideas for Facebook, LinkedIn, Instagram, and TikTok.
- Assist with building the social media content calendar.
- Help build our audience and connect with new communities, donors, and volunteers.

#### **Writing & Storytelling**

- Assist with website content writing and editing.
- Support newsletter and eBlast research and copywriting.
- Draft stories based on interviews with rare disease community and medical professionals.

#### **Research & Strategy**

- Conduct basic SEO keyword research for content optimization.
- Contribute to research for outreach to professional communities, influencer collaborations, and connecting with other target audience groups.
- Research communications trends and digital engagement strategies.
- Support podcast promotion efforts (guest research, topic brainstorming).

#### **Collaboration**

- Join meetings with the Foundation team.
- Provide creative input on upcoming campaigns, fundraising, and other outreach efforts.

### **Who You Are**

- Strong writer and editor with attention to detail.
- Interested in social media strategy and digital communications.

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- Highly organized, proactive, and eager to learn.
- Bonus: Passion for nonprofit work, work with children, and with healthcare; Familiarity with tools like WordPress, Canva, Constant Contact, Publer, and Google Analytics.

#### **Benefits**

- Gain professional experience in digital communications, research, and nonprofit marketing.
- Develop a portfolio of published stories and social media content.
- Get mentorship from a supportive team of industry professionals and the chance to make an impact on a meaningful cause.
- Flexible remote work schedule.
- Share your talents to benefit a community of children and their loved ones who've experienced rare retinal diseases.
- Stipend will be provided.