**INvestEd Marketing Associate – Outreach**

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| **Job Summary**  This position will serve as a primary point of contact and information source for school counselors, students and families regarding INvestEd’s financial aid literacy products and services. The ideal candidate will have the ability to make presentations to large groups and assist with projects and activities for marketing products or services as requested by the VP of Marketing.  **Responsibilities and Duties**  - provide information about INvestEd’s financial aid literacy products and services via email, telephone and in-person  - make presentations to large groups  - assist contacting high schools and responding to school and family questions  - attend conferences and other school events  - assist in providing information to Indiana students and families  - assist in executing marketing strategies and objectives  - assist in proposal writing and presentations  - assist in maintaining and growing marketing database for school contacts and prospects  - coordinate various marketing fulfillment duties and systems including direct mail, letters, and other sales literature  - assist with newsletter, direct mail, advertising, and promotional editing and proofreading  - assist in implementing public relations programs, events and conferences  - conduct customer surveys about organization products and services  **Qualifications and Skills**  Competencies:  Problem solving, customer service, oral communication, written communication  Qualifications:  Bachelor's degree from a 4-year college or university and 3-5 years related financial aid experience; or equivalent combination of education and experience.  Computer skills including Outlook, Excel, Word and PowerPoint.  Valid Indiana driver's license.  Ability to travel extensively in Indiana with an average over the year of 1-2 evenings of work per week.  Ability to work outside normal working hours including weekends and evenings.  Knowledge of financial aid system, forms, and school financial aid office operations.  Job Type: Full-time  Required experience: Financial aid: 3 years  Required education: Bachelor's  **Send resume to:**  Bill Wozniak ([wwozniak@investedindiana.org](mailto:wwozniak@investedindiana.org)) |