Connect passion with purpose. ACE | Access to Capital for Entrepreneurs Inc. is a Georgia 501(c)(3) nonprofit and Community Development Financial Institution (CDFI) that gives small businesses a chance when others can’t or won’t. Since opening our doors over 20 years ago, we have provided more than $171M in loans and business advisory services to support 2,400+ small business owners and help create or retain 19,000+ jobs for Georgians. With a recharged purpose to continue helping underserved Georgia borrowers to grow and sustain their businesses through capital + coaching + connections, ACE’s vision is to make access to capital attainable by removing barriers for all entrepreneurs. For this vision to manifest, we have developed a bold strategic growth plan to deploy $300 million in capital over the next five years. We are proud to primarily serve women, minorities, and those in low-income communities whose businesses would not be as successful without our assistance.

MARKETING ASSISTANT (PT)

Job Summary:
We are seeking a talented, detail oriented, resourceful, creative, and bilingual/bicultural (English/Spanish) Marketing Assistant to work part-time to support the marketing team. The right candidate will be a self-starter and be responsible for developing marketing content and communications efforts, with an emphasis on developing bilingual materials as needed. **Candidate must be Bilingual in Spanish for this position.**

Essential Duties & Responsibilities:

1. POSITIONING AND VISIBILITY
   - Develops, writes and edits marketing collateral and communications materials that support loan generation (clients + centers of influence) for publication online, in print and on social media (bilingual as needed).
   - Collaborates with different organization teams and our marketing partners and stakeholders on proposal strategy and multi-channel asset production that helps achieve our mission.

2. MULTIPLE MARKETING CHANNELS
   - Priority of social media marketing using a variety of platforms and /or aggregators, including providing monthly reporting and analytics
   - Coordinates multi-channel asset production (digital and traditional) including presentations, flyers, advertisements, media releases, company newsletter, emails, social media posts, etc.
• Schedules and coordinates video tapings and photographer for company or client pictures and stories

3. ADMINISTRATIVE

• Point of contact for updates and management of ACE Client Network Directory
• Places orders for marketing collateral items
• Maintains inventory of marketing collateral
• Maintains the digital marketing asset inventory (logos, images, stories, etc.)
• Updates the company website
• Coordinates company events
• Other marketing functions as needed

Additional Responsibilities

• Attend and represent at events that will promote ACE.
• Participate in staff meetings, education, and marketing events as requested by Management.
• Submit timely reports for marketing expenses and purchases
• Must provide writing samples (i.e. correspondence, press releases, articles, social media posts and/or other created content samples.).

Minimum Qualifications & Skills:

• Associate degree or equivalent educational experience.
• 1-3 years of Marketing, Communications, Public Relations experience is preferred.
• Knowledge of the non-profit and/or business lending sector is preferred.
• Must have excellent written and verbal communication skills
• Must be proficient in MS Office (Word, Excel, PowerPoint)
• Proficiency in digital graphic design software (Adobe Creative Suite) is preferred.
• Proficiency in email marketing, social media platforms, and web content management systems is also preferred.
• Must be comfortable learning new technologies.
• This position requires regular interaction with press, clients, business leaders, ecosystem partners, etc., therefore outstanding interpersonal skills are a must.
• Ability to work independently, with minimal supervision at times.
• Ability to facilitate presentations to individuals and groups

Work environment and physical demands:

• Must have own personal transportation. This position requires occasional driving to our Dalton, Norcross, Savannah or Tifton locations, various TV stations or media outlets in and around Atlanta,
and attending events during and after business hours, plus other miscellaneous pickups and deliveries as required.

- The job is performed in the field, indoors in a traditional office, and remote setting, hours flexible to include nights and weekends, as needed.
- Using a computer while sitting for extended periods is common.
- Must also be able to position self to maintain equipment, including under tables and desks.
- The ability to remain in a stationary position roughly 50% of the time, as well as the ability to move about the office occasionally (accessing files/storage, office equipment, computers and other office productivity devices, attending meetings, etc.), is required.
- No heavy lifting is expected, though occasional exertion of about 20 lbs. of force (e.g., picking up and carrying binders, laptops, small boxes) may be required. Good manual dexterity required to use common office equipment (e.g., computers, mobile devices, calculators, copiers, scanners).

Reports to: Marketing & Communications Specialist