



RESOURCE DEVELOPMENT ASSOCIATES
2333 Harrison St. | OAKLAND, CA 94612
(510) 488-4345 | FAX (510) 444-1434
www.resourcedevelopment.net

POSITION TITLE: Marketing and Communications Associate
HOURS: Full Time
LOCATION: Oakland, CA
SUPERVISOR: Director of Business Development and Marketing
SALARY: Salary range based on experience

JOB DESCRIPTION

Who We Are

Resource Development Associate's (RDA) commitment to social justice permeates every aspect of our work. We provide consultation to city, county, and state agencies and non-profit organizations through the provision of planning, evaluation, resource and organizational development, data analysis, facilitation, and training and technical support. Our efforts aim to address persistent social, health, and economic problems of populations served by public agencies. Learn more about our mission, services, and strengths-based approach to our work at www.resourcedevelopment.net.

Who You Are

RDA is seeking a highly-motivated marketing professional with social media expertise, the ability to develop and maintain a brand across multiple channels, and demonstrated ability to produce high quality digital and offline materials for the position of Marketing and Communications Associate. RDA is growing rapidly and each day our projects help improve the public systems on which so many people rely. Our dynamic Business Development and Marketing Department is at the vanguard of this growth. The Marketing and Communications Associate will be responsible for creating and managing effective internal and external marketing and communications efforts. This person should have the ability to foster a positive work culture and be a self-directed quick learner with an appreciation of the discretion required of the position. This is a mid-level position.

What You'll Do

Develop and manage marketing initiatives that are compatible with RDA's brand, mission, and values, and that are responsive to client needs. This person will:

- Conduct research and market analysis
- Develop and execute marketing strategy
- Manage our website and social media
- Oversee messaging and brand development and management
- Plan for and conduct webinars and other presentations
- Support internal communications and promote positive org culture
- Lead and participate in networking activities
- Work to cultivate partner and subcontractor relationships
- Manage and disseminate organization publications
- Insure proactive external communications
- Conduct strategic contact acquisition and relationship building
- Conduct public relations
- Insure general aesthetic effectiveness of all organizational materials
- Manage internal processes and tool development
- Conduct marketing analytics
- Provide ad hoc support of the business development and marketing department
- Other related duties as needed

What You'll Bring

- Commitment to social and economic justice
- At least 3 years of experience in the marketing and communication field
- Master's Degree in marketing, business, or other related field (additional years of experience may be substituted for education)
- Proficiency with data entry, analysis, and reporting



- Familiarity with Salesforce is a plus
- Proficiency with Google business tools, including email, sheets, chat, maps, forms, and calendar
- Competency with Microsoft Office programs, including Word, Excel, and PowerPoint
- Strong attention to detail
- Excellent organization skills, work habits, verbal and written communication skills
- Demonstrated ability to be an effective, efficient, and positive team member, as well as the ability to work independently
- Knowledge of/experience with social/market/opinion research strongly preferred
- Experience leading and/or participating in teams charged with growing revenue, diversifying client base, and increasing organizational awareness with measurable results
- Strong interest in trends in information, communication, and media related to health and human services and vulnerable populations

Employee Benefits

- Generous vacation and sick leave
- RDA sponsored life and AD&D insurance
- 401k, with RDA discretionary match after 2 years
- 100% RDA sponsored health, dental, and vision insurance
- RDA sponsored long and short-term disability insurance
- Pre-tax flexible spending accounts for medical, dependent care, and transit and parking expenses

To Apply

Please send a cover letter, resume, three references, writing sample, relevant work product, and salary requirements to admin@resourcedevelopment.net with the subject line "Marketing and Communications Associate." No phone calls please. RDA appreciates each application it receives, but due the volume of responses for positions at RDA, only candidates who best fit the needs of the organization will be contacted.

As an equal opportunity employer, RDA is committed to equity and inclusion. Candidates from all backgrounds and experiences are encouraged to apply.

