



Marketing Specialist

Wonderland Child & Family Services is accepting applications for the role of marketing specialist on the investments & partnerships team. We are seeking candidates with strong interests in digital marketing, storytelling, social media, and communications.

Wonderland provides a strong and equitable foundation for children and families with diverse needs and abilities through therapy, education, and advocacy. The primary focus of this role is increasing awareness of Hope RISING Clinic for prenatal substance exposure. Hope RISING Clinic is the only clinic in the country solely dedicated to serving children with prenatal substance exposure. We are headquartered in Shoreline, WA and Hope RISING Clinic is in Bothell, WA. This role will be working on a remote basis.

The marketing specialist will increase awareness of Wonderland and Hope RISING Clinic, expand our audience, and grow Wonderland's base of supporters. They will lead efforts to increase media coverage of Hope RISING Clinic.

Chief Responsibilities

Execute PR campaign to increase public awareness of Hope RISING Clinic

- Compile and maintain a catalogue of media pitches, quotes, and press kits
- Establish contacts at media outlets, making three to five contacts per week with the goal of getting one article published per quarter
- Manage and update media contact list regularly
- Craft pitches, op-eds, and sponsored content
- Obtain ongoing testimonials and quotes from families and staff

Drive communications and digital marketing

- Launch an acquisition campaign to increase email subscribers by 15%
- Manage analytics, A/B testing, and data visualizations
- Craft quarterly newsletters for Wonderland's community of supporters
- Update website content with compelling organizational information

Lead social media strategy

- Develop a social media strategy to grow our base of supporters and drive traffic to the website
- Work with investment & partnership coordinator to execute social media strategy and increase Wonderland's follower count and engagement

Manage Wonderland materials, collateral, and advertisements

- Drive branding and develop website content
- Create brochures, infographics, and printed materials
- Write concise, compelling copy that resonates with our audience
- Lead the development of the annual report
- Maintain Wonderland's blog, publishing one new post per quarter
- Identify opportunities to reach more families in need of services through advertisements

Additional Responsibilities

- Support fundraising efforts by providing messaging and editing support for donor appeals, campaigns, and pitches
- Develop and update metrics & KPIs to track progress toward goals
- Support events as needed

Requirements/Qualifications:

We are seeking a high performing individual who is excited to help increase awareness and revenue to support Wonderland's mission. We value diverse backgrounds and are seeking candidates with marketing experience, excellent writing abilities, and strong communication skills.

- Commitment to fostering a culture of diversity, equity, and inclusion
- 2+ years of marketing experience
- College degree or equivalent education preferred
- Excellent written, verbal, and interpersonal communication skills
- Ability to design visually appealing marketing materials
- Strong work ethic and the ability to set and achieve ambitious goals
- Proven track record of executing successful marketing campaigns
- Ability to craft inspiring stories that help supporters connect to Wonderland's mission and work
- High level of integrity, professionalism, and passion for the mission
- Ability to work some evenings and weekends

About Wonderland Child & Family Services

Wonderland Child & Family Services is a multi-program agency serving children from birth through age 12 with developmental delays, disabilities, and prenatal substance exposure. Founded 52 years ago, Wonderland's mission is to provide a strong and equitable foundation for children and their families with diverse needs and abilities to flourish through therapy, education, advocacy, and resources. We reach hundreds of families every month through Early Childhood Programs & Services and Hope RISING Clinic for Prenatal Substance Exposure.

Benefits Include:

- Competitive wages (DOE)
- Health, vision, and dental insurance
- PTO and generous paid holidays (including last week of the year: December 25th - January 1st)
- 401(k) retirement plan
- Life and AD&D insurance
- Health Care and Dependent Care Flexible Spending Accounts
- Training and continuing education
- Mileage and mobile phone reimbursement

Office location: Shoreline, Washington. Currently most positions are working remotely with periodic in-person meetings required.

To Apply: Please submit a cover letter and resume to hr@wonderlandkids.org

Compensation Range: \$55,000 – \$63,000 annually

***Together We Thrive.** Wonderland endeavors to provide all employees and families we serve, regardless of background or identity, with equitable, meaningful, and engaging opportunities to thrive and have a sense of belonging.*