



POSITION DESCRIPTION: MARKETING & TECHNOLOGY ASSISTANT (BILINGUAL ENGLISH / SPANISH)

Special Kids Connect is a 501(c)(3) charitable organization whose mission is to develop resources, raise awareness and provide support for individuals with disabilities and their families.

Work Site: Special Kids Connect, 334 Main St. Salinas, CA 93901
and various remote locations within Monterey County.

Position: Full-time, non-exempt, 35-40 hours per week

Daily schedule: 9 am – 5 pm

Hours may be adjusted to accommodate occasional evening and weekend assignments

Travel Required: Less than 30%

AGENCY OVERVIEW

Special Kids Connect is a 501 (c)(3) charitable organization founded in 2007 whose mission is to develop resources, raise awareness, and provide support for children and adults with disabilities and their families in Monterey County. Its vision is that *all* individuals and families with special needs are informed and empowered to access and utilize the resources available to them and that they are not only included but are warmly welcomed into their communities. Special Kids Connect does this through three areas of focus:

Community Navigation – Special Kids Connect receives funding from the California Department of Developmental Services to provide training, information, and 1:1 support to assist Monterey County families who have members with developmental delays and/or disabilities (ages 0 through end of life) with community service navigation, application assistance, coaching, advocacy training, and peer-to-peer support.

Family Empowerment Center – Special Kids Connect receives funding from the California Department of Education as Monterey County's Family Empowerment Center, providing training and information to families of children and young adults with disabilities, between the ages of 3 and 22, to assist in their understanding and utilization of educational supports and services.

Community Programs – Special Kids Connect actively pursues and receives funding through community / foundation grants, private donations, and corporate sponsorships to provide a wide range of programs and services to meet the everchanging needs of Monterey County's special needs community. These include Special Kids Connect's REACH recreational programs, SibStar sibling workshops, Youth Volunteer League, STAR Toy Library, and outreach events & special projects.

JOB OVERVIEW

Under assigned supervision, the **Marketing & Technology Assistant (Bilingual Eng/Spa)** supports Special Kids Connect's mission by helping implement marketing strategies, maintain digital tools, and provide administrative support. This entry-level role is ideal for a motivated individual with a passion for community impact, strong communication skills, and a willingness to learn and grow in a nonprofit setting.

RESPONSIBILITIES

SKC's **Marketing & Technology Assistant (Bilingual Eng/Spa)** is an integral part of the Special Kids Connect team, supporting all three of its areas of focus. This position will assist in the development and dissemination of marketing materials (digital & in-print), support the

ongoing development of Special Kids Connect's Salesforce client information database. This position will also provide reception duties, often being the first point of contact a family may have with Special Kids Connect. As such, this position requires someone with a high degree of professionalism and an equally high degree of empathy and compassion for the struggles faced by families of children with disabilities.

This job requires occasional travel to support workshops and SKC programs taking place at other Monterey County locations, as needed.

Along with this, the responsibilities of this position include, but are not limited to:

Marketing & Communications

- Assist in creating and implementing marketing campaigns across print, email, web, and social media platforms
- Draft content for newsletters, flyers, and outreach materials
- Maintain and update the organization's website and social media accounts
- Maintain and update Special Kids Connect's online and print resource directory
- Help promote events, workshops, and initiatives through digital and print outreach
- Capture and organize photos, stories, and impact data for communications

Technology & Digital Tools

- Support the use, maintenance and entry of data to internal databases, CRM software (Salesforce), and digital directories. This includes documenting referrals and inputting data obtained through workshops, events, and surveys.
- Utilize marketing and communication tools (e.g., Constant Contact, Avochato texting platform)
- Maintain up-to-date contact lists and online forms

Administrative Support

- Serve as receptionist: answer phones, greet visitors, and provide excellent customer service
- Manage office supplies and support day-to-day operational tasks
- Assist with scheduling, document preparation, and data entry
- Provide event support, including preparation of materials and registration assistance
- Organizing, maintaining, and facilitating the exchange of information and schedules related to the operation of all SKC programs and staff
- Fulfilling administrative support and general clerical duties to include, but not limited to, answering phones, photocopying, mail distribution, filing, and office organization
- Professionally managing the transfer of incoming calls from families, professionals, and other agencies to caringly connect them with the resource(s) they seek
- Providing interpretation / translation support for Spanish-speaking families
- Maintaining a high level of confidentiality with regard to client information
- Supporting the operation of the STAR Toy Lending Library, located on the premises of Special Kids Connect
- Collaboration with Special Kids Connect's staff in support of SKC's portfolio of programs across divisions.
- Other duties, as assigned

MINIMUM QUALIFICATIONS:

1. Degree in marketing, graphic design, communications, or equivalent experience

2. Bilingual *and* biliterate in both Spanish and English, demonstrating proficiency in spelling and grammar for both languages
3. Advanced written communication skills, including excellent command of English grammar and written composition
4. Successful completion of pre-employment background checks and live scan fingerprinting
5. Strong customer service and communication skills, both verbal and written, organizational skills, both analytical and problem solving
6. The ability to recognize and work with confidential information
7. Ability to manage requests/needs of multiple staff members and work on multiple projects simultaneously, achieving deadlines under pressure
8. A valid California driver's license, proof of vehicle insurance (liability and property damage on vehicle used), and reliable transportation or the ability to secure timely transportation to perform the essential functions of the job
9. Proficiency in MS Office products (Word, Excel, PowerPoint) and Google Drive with a willingness to learn additional programs, as needed
10. A positive attitude conducive to working effectively as a team member
11. Familiarity with the internet, cloud sharing, and social media
12. Demonstrated attention to detail

DESIRABLE EXPERIENCE

- Experience working in the nonprofit sector
- Experience with individuals with disabilities
- Experience with school districts and/or special education
- Experience with Salesforce or similar client data management system
- Experience with Adobe Creative Suite

COMPENSATION:

Full time, non-exempt position; compensation based upon education and experience