



Marketing Assistant Job Description

The Northern Illinois Home Builders Association (NIHBA) is seeking a creative and driven **Marketing Assistant** to lead our digital marketing efforts and strengthen member engagement. In this role, you will manage social media channels, coordinate email marketing campaigns, and assist with promotional content for events and programs. You'll work closely with association committees to ensure consistent messaging, strong brand presence, and effective communication across all platforms, while also providing administrative support as needed.

Key Responsibilities:

- Assist in the development and implement social media strategies to enhance brand awareness and engagement across platforms (Facebook, Instagram, LinkedIn).
- Help create, curate, and schedule compelling content showcasing our events, member benefits, and industry news/insights.
- Monitor social media channels for engagement opportunities and respond to inquiries in a timely manner.
- Assist with planning, designing, and execution of email marketing campaigns to promote services, upcoming events, and association news.
- Maintain and update a digital marketing calendar to ensure consistent scheduling.
- Assist with coordinating association activities, including event planning, logistics, attending monthly meetings, and preparing promotional materials such as flyers and other media.
- Provide administrative support to members through prompt communication and use of membership software for outreach, engagement, and retention.

Skills & Qualifications:

- Experience in digital marketing, social media management, and client communications via social media platforms, email marketing tools, and Microsoft Office (Word, Excel, Publisher).
- Strong organizational skills, detail-oriented, and able to multitask.
- Excellent written and verbal communication skills with a customer-focused approach.
- Event and meeting planning experience is a plus.
- Adaptable, energetic, and skilled in problem-solving and time management.
- A valid driver's license is required.

The Details:

- **Part-time:** 25 hours per week
- **Schedule:** Flexible; monthly evening events
- **Location:** Aurora, IL - Small office environment with some remote work possible
- **Compensation:** Competitive pay based on experience

If you're someone who thrives in a varied role, enjoys working closely with a tight-knit team, and wants to make an impact in a growing industry, we'd love to meet you! Please send a cover letter and resume to Hiring Committee at office@nihba.com.

Northern Illinois Home Builders Association supports the local custom home building industry and promotes home ownership in the communities we serve.