



Position:	Marketing Associate
Location:	New Orleans LA
Reports to:	Sr Director, Marketing and Communications
Date:	June 8, 2026

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About SBP

SBP is a national nonprofit organization dedicated to helping communities shrink the time between disaster and recovery. We take a holistic approach to disasters by increasing readiness and resilience before they happen, and streamlining rebuilding and long-term recovery after.

- **Building the Way Home for Disaster Survivors:** SBP serves the most vulnerable homeowners in a community impacted by a major disaster through its Recovery Services. These services are currently offered in eight states across the Gulf South, where the risk of major natural disasters is greatest.
- **Building Readiness and Resilience Through Local Partnership:** SBP supports low-capacity, high-risk communities through its Advisory Services, providing training, consulting, and organizational capacity-building through a team of subject-matter experts and Resilience Fellows.

Joining SBP is more than just joining a workforce. It's about contributing to a mission where you can enact real change and make a difference in the lives of people impacted by disasters.

Position Summary:

SBP's Marketing Associate is a creative thinker who stays current on industry trends, emerging best practices, and digital marketing metrics. This role supports the execution of digital marketing, communications, and fundraising awareness strategies to increase brand recognition and engagement with donors, volunteers, partners, and the wider community. Through strategic, consistent creative execution and content promotion across digital and social media channels, the Marketing Associate supports day-to-day campaign development, content creation, and marketing collateral production while helping grow SBP's online fundraising efforts, social media engagement, and website traffic in support of SBP's mission to shrink the time between disaster and recovery.

Key Responsibilities and Duties

Content Creation & Brand Management

- Create and design digital and print materials for internal and external marketing efforts aligned with organizational goals.
- Produce website and social media content, including posts, blogs, and resource materials.
- Aid in the strategic development and design of programmatic materials, landing pages, and lead magnets.
- Manage and update brand elements, ensuring templates are accessible and user-friendly to the broader team.
- Assist in maintaining a well-organized digital library of marketing assets, including photography, video, and branding collateral.

Digital Marketing & Campaign Execution

- Support the Marketing & Communications team in executing digital and social media strategies.
- Assist with email campaigns in Pardot, including newsletters, appeals, and automated workflows.
- Build, test, and deploy segmented email communications and automated journeys.
- Assist in planning and executing digital fundraising campaigns, giving days, and event promotions.
- Assist with audience segmentation within the CRM database to support targeted and effective communications.
- Assist with social media accounts and community management.

Website, SEO & Analytics

- Assist with search engine optimization (SEO) and digital advertising efforts.
- Implement conversion strategies and SEO best practices across the website and social media channels.
- Assist with backlink audits and cleanup for the SBP website using SEMrush.
- Update and maintain website content, landing pages, event registration pages, and donor spotlights using WordPress.
- Create, track, and maintain UTM parameters to identify high-performing platforms and conversion opportunities.
- Track, analysis, and report on key digital metrics, including website traffic, email performance, and social media growth, to inform future marketing efforts.
- Develop and maintain peer analysis to identify industry trends and benchmarks.

Cross-Functional Support & Administration

- Collaborate with the Advancement team to source and coordinate branded items for stewardship events, partnerships, and advocacy engagements.
- Complete other administrative tasks as needed.

Other Duties as Assigned

Requirements and Qualifications

Education: Bachelor's degree in Marketing, Communications, English, or a related field.

Work Experience: 1-3 years of experience in marketing, graphic design, or a related role (nonprofit experience a plus)

Technical Skills and Proficiency: Proficiency with email marketing platforms and CRMs (e.g., Salesforce Pardot, HubSpot, or similar). Familiarity with graphic design and social media tools (e.g., Canva, Adobe Creative Cloud, Sprout Social). Experience with Adobe Creative Suite or other graphics/creative platforms (graphic design experience and good aesthetic a plus).

Core Competencies (Soft Skills): Strong organizational skills, analytics, project management,

attention to detail, and a passion for the organization's mission.

Special Requirements: Ability to be available off-hours for disaster response communications. SBP Standard - Mandatory checks (e.g., criminal background, drug screening) with the ability to pass a criminal history check to include National Sex Offender Registry, State, and FBI/; US Citizen or ability to work in the United States.

Salary range \$45,000 – \$55,000

SBP is building a team from a broad range of backgrounds.

We love fresh perspectives and we know our teams grow stronger when they include different experiences. We adhere to all relevant employment laws and never discriminate in our hiring. By welcoming people from varied backgrounds, we spark new ideas and are better prepared to support the communities we serve.

SBP is an equal opportunity employer.

We are an equal opportunity employer. All applicants will be considered without discrimination on the basis of race, color, sex, sexual orientation, pregnancy, religion, age, national origin, genetic information, disability, military status, familial status, political affiliation, or any other characteristic protected by law.