



Job Description

Job Title: **Marketing Coordinator**
Responsible To: Community Development Director
Responsibilities: The Marketing Coordinator is responsible for overseeing and coordinating the marketing efforts for the Helpline Center including the design, planning, and execution of marketing and communication strategies. They are responsible for facilitating client and donor development through marketing efforts.

Qualifications:

- Ability and knowledge of social media platforms
- Excellent writing and editing skills
- Experience working with media outlets and writing media releases
- Detail oriented and organized, along with excellent listening skills
- Flexibility and ability to manage many concurrent projects
- Ability to speak well in front of small groups and one-on-one
- Positive personality and excellent interpersonal skills
- Skills in Adobe Creative Suite applications
- Minimum of 2 years of marketing and public relations experience
- Bachelor's Degree in Marketing or a related field
- Ability to relate to and effectively communicate with people from all economic, racial, age, ethnic, and social groups

A. Duties and Responsibilities

- Oversee and maintain the organization's digital marketing efforts including updating website content and maintaining a strong social media presence.
- Create and implement an annual marketing plan, which includes marketing and communication strategies. Oversee and coordinate all marketing efforts of the organization.
- Manage the organization's branding and oversee continued regulation of brand standards. Establish and maintain a consistent corporate image and brand throughout all products, services, promotional materials, and events.
- Write and deliver media releases. Make public appearances and presentations as necessary to promote the organization.
- Create appropriate marketing materials that support fundraising and marketing efforts. Design work may be done internally or by an outside firm.
- Prepare marketing reports by collecting, analyzing, and summarizing data.
- Ensure staff follow specific agency branding and marketing guidelines.
- Develop a quarterly agency newsletter for the community that includes writing articles that vividly tell stories of the organization.

- Increase visibility of programs, services, events, and activities and maintain positive public relations with clients, media, and community members.
- Assist in promoting new and current programs.
- Maintain professional knowledge of organization programs by attending educational workshops; reviewing professional publications and ongoing training as needed.
- Work with various vendors to maintain adequate marketing materials and promotional items for the organization's needs.

B. Professionalism

1. Support and carry out the mission of the agency.
2. Develop and maintain close relationships with various constituencies within the community.
3. Be involved with the community at large and appropriate professional organizations.
4. Follow agency policies, including personnel and programmatic.
5. Participate in the agency, and demonstrate team participation and a workplace philosophy that enriches staff's ability to reach goals and provide a high level of customer service.
6. Develop professional and personal growth through opportunities and involvement.

C. Additional Duties

1. At times, staff will be required to perform additional duties beyond those specified. Management retains the discretion to add or change the duties of the position at any time.

Hours: Exempt full-time position. Includes day, evening, and weekend hours as needed.

Updated 4/2024

Employee

Date

Supervisor

Date
