

JOB DESCRIPTION

Title: Marketing and Communications Coordinator
Supervisor: Executive Director
Hours: Part-time
Classification: Non-exempt

Position Summary:

This position is responsible for enhancing the agency's marketing, communication and public relations strategies, designing and publishing the newsletter and other marketing materials. Position will also assist with special events and with the solicitation, cultivation and stewardship of individual, corporate and foundation donors.

Qualifications and Characteristics:

1. Education – Minimum of a Bachelor's degree, preferably communications, marketing or related field. Fundraising experience a plus.
2. Technical – Communication skills, excellent written/verbal skills. Word processing and layout proficiency. Donor Perfect donor data base development and management. Social media familiarity and acumen.
3. Organizational Skills – Must be highly organized with an attention to detail.
4. Social Skills – Must be able to respond appropriately in varied situations; must be able to function well with minimal supervision.
5. Leadership Skills – Must demonstrate professionalism, flexibility, good judgment, and commitment to teamwork.

Special Conditions:

1. Must be available to work some evenings and weekends.
2. Must have privately owned vehicle, valid driver's license, good driving record, and liability insurance.
3. Must be able to operate general office equipment.

Responsibilities:

1. Assists in the development and implementation of the agency's marketing, public relations, and branding strategies.
2. Establishes and maintains contact with donors, volunteers, and board members.
3. Manages and maximizes the utilization of the Donor Perfect donor data base.
4. Develops annual fund appeals, online giving, tracks responses, coordinates thank you letters and manages public relations materials.
5. Designs, writes, and implements the agency's e-marketing communications plan.

6. Oversees the immersion of the agency in appropriate social media marketing opportunities such as *Facebook*.
7. Designs and oversees the printing of the agency's quarterly newsletter.
8. Creates and maintains a database of media outlets and reporters.
9. Creates collateral marketing materials.
10. Enhances and maintains the website.
11. Acts as liaison to the Board Resource Development Committee.
12. Participates in activities that will increase knowledge of domestic and sexual violence and enhance effective cultivation and solicitation efforts.
13. Demonstrates high regard for teamwork and the collective achievement of agency fundraising goals.
14. Is available to speak in the community with civic groups, churches, businesses and United Way engagements.
15. Other duties as assigned.