

Communications & Marketing Coordinator



Communications and Marketing Coordinator

Reports To: Board of Directors

Overview: The Communications and Marketing Coordinator is responsible for developing communication and marketing strategies for targeted audiences, both internal and external, through the creative development and delivery of the content across print, digital and electronic venues. This will include researching, writing, editing, proofing, and publishing information that effectively and accurately supports the organization's marketing and communications goals and objectives. In addition, the position may be responsible for planning and carrying out constituency and outreach events.

Responsibilities:

- Propose and implement communication and marketing strategies to achieve organizational goals and objectives. This includes collaboration with the board of directors as well as other cross-functional teams.
- Oversee the development of content (Web, print, PPT and other) that best conveys key messages and meets business goals of organization.
- Oversee the development and management content to the organization's current and future social media channels (i.e. Facebook, LinkedIn, Instagram, YouTube, TikTok and emerging networks).
- Develop and implement a newsletter strategy for internal and external audiences.
- Actively pitch story ideas about the organization to local and regional as appropriate.
- Select message appropriate media. Ensure integration of content across different media.
- Identify stakeholders and target audiences and encourage engagement. Develop and maintain relationships with appropriate constituency groups. Represent the organization at various events, on committees, at meetings, etc., as appropriate. Work with a variety of individuals and groups across the organization in a constructive and civil manner.
- Use existing resources and skills to achieve or exceed desired outcomes of current and future organizational goals and needs.
- Meet or exceed customer service needs and expectations and provide excellent customer service in a direct and/or indirect manner.

Communications & Marketing Coordinator



- Bachelor's degree in communications, marketing, social/digital communications or related field preferred. Comparable education and experience will be considered.
- Requires demonstrated experience with social media platforms and developing presentations using various software
- Excellent writing and grammar skills and general communications abilities written and verbal are required (a writing sample may be requested)
- Requires a high level of personal and professional integrity and accountability.

Commitment:

- This is a volunteer position with flexible hours. The exact time commitment will vary based on ongoing projects and events.