



## **JOB DESCRIPTION**

**Title: Marketing Coordinator**

**Reports to: Marketing Manager**

**Department: Marketing**

**FLSA Status: Full Time/Non-Exempt**

### **GENERAL SUMMARY**

The Marketing Coordinator is an essential member of the Marketing and Development Team responsible for assisting on the development and implementation of marketing and advertising efforts, social media, and special event support. This position is supervised by the Marketing Manager and works closely with the marketing team. This is an opportunity to support, as well as actively engage in the growth and direction of the organization's fundraising and marketing efforts.

### **PRINCIPAL RESPONSIBILITIES**

Coordinate and assist with marketing, community relations, communications and special events as needed.

### **MARKETING & SPECIAL EVENTS**

- Work with Marketing Manager to coordinate, expand and implement calendar for social media posts/campaigns, internal and external communication (e-blasts)
- Assist with writing content for newsletters, annual report and other direct mail projects
- Work with Donor Relations & Marketing Specialist and all programs to help identify and interview possible candidates for client testimonials for monthly and quarterly publications, media interviews and website
- Act as liaison with organizers of 3<sup>rd</sup> party special events
- Assist with photography during special events, social media, and projects on and off campus
- Assist department in increasing public awareness through regular speaking engagements, community presentations and HEP campus tours
- Organize annual Adopt a Family Christmas program, working with Family Case Manager and support staff
- Organize and prepare inventory of collateral and materials in the department and at various locations around campus and community, including ordering business cards
- Update and create flyers as needed for various departments and projects  
Responsible for coordinating donation collections (food, clothing, supplies), in-kind donations and program wish lists from department heads



- Meets organizational goals by accepting ownership for executing new and changing requests (events, marketing campaigns, etc.); exploring opportunities to add value to job accomplishments

## **EDUCATION, KNOWLEDGE AND SKILLS**

- Bachelor's Degree in marketing, public relations, or similar required
- Minimum of 1-2 years of experience in the field or related area
- Sensitivity to the cultural diversity of clients to successfully work with diverse racial, ethnic, and economic groups
- Ability to organize and work as a team player, work with a broad range of staff, clients, volunteers and donors in a positive manner
- Strong writing skills, and an ability to promote new ideas to various audiences
- Deadline-driven, organized, detail-oriented, disciplined, dependable, highly creative, and strong ability to prioritize time and tasks efficiently
- Proficiency with Microsoft Office Suite (Outlook, Word, Excel, Power Point)
- Experience with graphic design and basic knowledge of Adobe InDesign a required, Photoshop and/or Illustrator desirable
- Must be flexible, and willing to work nights and weekends as needed for events
- Knowledge of working in Raiser's Edge, or similar fundraising software
- Extremely high attention to detail, while maintaining efficiency
- Ability to work individually, with a team, and easily adapt to change
- Excellent verbal and written communication skills
- Ability to maintain strict confidentiality and adhere to high ethical and professional standards
- Highly organized and able to track and manage multiple projects simultaneously; including ability to prioritize work projects and meet deadlines
- Volunteer experience, or demonstrated interest in working in the nonprofit sector preferred

## **PHYSICAL DEMANDS AND WORKING CONDITIONS**

- Sitting, standing, bending, reaching, climbing and physical environment requires the employee to work both inside and outside in heat, wet/humid, dry/arid conditions
- Walking and standing on uneven surfaces while on campus and at company events
- Ability to lift and carry up to 40 lbs
- Ability to work some evenings and weekends when required throughout the year while assisting with special events
- Must be able to successfully pass a background check (including MVR), drug and alcohol screening
- Must possess a valid state-issued driver's license, and ability to travel within the county as needed for company business purposes



*The above declarations are not intended to be an "all-inclusive" list of duties and responsibilities of the job described, nor are they intended to be such a listing of the skills and abilities required to do the job. Rather, they are intended only to describe the general nature of the job, and be a reasonable representation of its activities.*

*HEP is a Drug Free Workplace and Equal Opportunity Employer. HEP does not discriminate against any class of protected persons covered by applicable law in its hiring and/or advancement opportunities. HEP encourages people of all minority statuses to apply.*

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Employee Signature

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Date