



Position: Marketing Coordinator
Status: 20 hours, non-exempt
Salary: Commensurate with educational background and experience
Hours: M-Th, 20/hours week, with evening and weekend hours as necessary
Reports to: Executive Director

Job Description

The Marketing Coordinator's primary responsibility is to assist the organization with communication priorities, special event content and essential messaging needs from the leadership team to enhance awareness of Lost & Found Grief Center programs and services.

Qualifications

Bachelor's Degree required; Two years' marketing or advertising experience, business to consumer sales or brand promotions; Strong attention to detail; Exceptional written and electronic communication skills.

Essential Job Functions

- Assist Lost & Found Grief Center in the development of an annual marketing plan, including objectives, timeline and budget to support grief education and awareness, donor cultivation, and fundraising
- Develop and manage the creation, printing and distribution of annual publications such as newsletters, postcards, and end-of-year campaign materials
- Manage organization in all marketing and communications activities, including the writing and design of materials used to promote the organization and communicate with stakeholders
- Assist organization by creating and distributing regular press releases to local media outlets
- Support objectives of Executive Director, Director of Programs, Development Director, and Event Coordinator by assisting with the creation and scheduling of effective social media posts
- Assist in the review of Lost & Found web content (updates, Google analytics and recommendations to Board of Directors)

Knowledge, Skills, & Abilities

- Effective with time management involving multiple priorities and stakeholders
- Multi-tasking adaptability
- Excellent verbal and written communication skills, including the ability to work effectively with volunteers, donors, and staff
- Proficiency in Microsoft Office and Outlook
- Contributes to team success by actively participating as a member of the team and moving the team toward the completion of goals
- Willingness to commit to one's work and invest time, talent, and best efforts to accomplish organizational goals