



The Up Center is the oldest and largest child and family services agency in Hampton Roads and has been part of our community since 1883. Purposefully evolving over the years to meet the changing needs of our region, we continue the work of our predecessors by responding to the needs of our community's most vulnerable children, families and individuals with a mission of changing trajectories from crisis to wholeness. Through innovative services and community collaboration, we build strong families – the foundation of a resilient, flourishing community. Our programs meet the diverse needs of children and families, including:

- Counseling and mental health skill-building
- Early childhood education and youth mentoring
- Foster care
- Financial and housing education and counseling
- Workforce readiness and development
- Disability Services.

Summary:

Under the direction of the Marketing Manager, the **Marketing Coordinator** will minimally hold a Bachelors' degree in marketing, communications, business or related field, demonstrate a proven track record in marketing and/or public relations, including research/planning, copywriting, and production across mediums. Must be able to work independently as well as part of a team and promote The Up Center brand, mission and core values.

Essential Functions:

- Develop and maintain all of the agency's external communications in print, web, email and social media including direct mail, newsletters, posters/flyers, etc. This includes writing content, managing vendors, basic design work and publishing.
- Serve as project manager for all web, print, video and radio production.
- Manage public relations and cultivate key media contacts.
- Write and pitch news releases and media alerts.
- Develop and manage media calendars.
- Conduct interviews with staff and clients to gather and write stories/content that will enhance and promote the work of The Up Center.

- Manage and uphold quality standards for The Up Center’s communications materials.
- Support branding, communications and program marketing efforts.
- Participate in the development and execution of annual marketing and communications plans.
- Track and measure effectiveness of communication campaigns.
- Represent the agency in the community.
- Other duties as assigned.

Qualifications:

- Bachelor’s Degree in communications, journalism, public relations, marketing or business is preferred.
- Two plus years of experience in nonprofit communications and/or fund development is preferred.
- Exceptional written and verbal communication skills; ability to edit for grammar and syntax.
- Experience writing for multiple audiences through multiple channels.
- Excellent interpersonal skills; ability to interact and build productive relationships with people from diverse backgrounds; ability to engage with the public.
- Strong organizational skills and keen attention to detail.
- Ability to work under tight deadlines and manage multiple projects independently as well as part of a team.
- Strong problem-solving ability; demonstrated flexibility and the ability to learn and adapt to an evolving organization.
- Excellent computer skills and knowledge of Microsoft Office applications. Working knowledge of Adobe InDesign, Photoshop, Illustrator, HTML and CSS is preferred.
- Working knowledge of WordPress or other content management systems. Experience in web and print design/production.
- Experience buying media and tracking campaign effectiveness.
- Research skills and resourcefulness

- Photography skills preferred.
- Working knowledge of marketing principles and best practices
- Flexibility to work evenings and weekends when needed.

Please email resume and cover letter to Amanda Raymond at amanda.raymond@theupcenter.org.
No phone calls please.

The Up Center is an Equal Opportunity Employer. We are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and employees without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, amnesty, military, veteran status or any other characteristic protected by applicable law.