



Understanding People. Unleashing Potential.

150 Boush Street Suite 500 • Norfolk, Virginia 23510

www.theupcenter.org

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.

Position: Outreach and Marketing Coordinator
Location: Norfolk, VA
Supervisor: Marketing Manager
FLSA Status: Non-Exempt
Salary: \$36,000 - \$40,000

Summary:

Under the direction of the Marketing Manager, the Outreach and Marketing Coordinator will minimally hold a Bachelors' degree in marketing, communications, business or related field, demonstrate a proven track record in marketing and communications. Must be able to work independently as well as part of a team to promote The Up Center brand, mission and core values. Reporting to The Up Center's Marketing Manager, the Outreach and Marketing Coordinator will represent the agency in the community and play a crucial role in achieving community outreach goals for multiple Up Center programs to generate additional program referrals. The Outreach and Marketing Coordinator will be part of team dedicated to meeting agency-wide Marketing and communications objectives. The Coordinator will also work closely with The Up Center's fundraising team on projects and communication to meet budgeted contributed revenue goals on an as needed basis.

Essential Responsibilities:

- Execute marketing plan to increase client referrals for Up Center Behavioral Health and Wellness, Stabilization and Education programs
- Responsible for establishing relationships with community partners including local departments of social services, health care providers, schools, faith-based communities and others

- Meet with referring partners monthly to drive client census across multiple program initiatives
- Collaborate across program teams to identify, schedule and plan communications, outreach, marketing, public relations, and media activities
- Serve as a strong collaborator and maintain a focus on connecting clients to needed services
- Participate in-person and virtual information sessions, open houses, community fairs to bring awareness to resources and services available at The Up Center
- Participate in peer-to-peer communication, presentations, and other outreach engagements
- Manage and track the recruitment of clients and volunteer mentors
- Coordinate and manage program donations and volunteers
- Report outreach efforts weekly to Marketing Manager
- Update and produce program materials as directed by Marketing Manager
- Working with Marketing Manager and web developer, update website content as directed
- Coordinate inventory and purchase of agency-wide materials including letterhead, envelopes, promotional items, etc.
- Coordinate production and distribution of quarterly agency newsletter and provide support for delivery of Annual Report and Annual Videos.
- Support agency branding, communications and program marketing and organization
- fundraising efforts.
- Manage and uphold quality standards for The Up Center's communications materials.
- 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.
- Must have strong marketing skills and the ability to implement an outreach campaign
- Must enjoy working within an environment that is mission-focused, results-driven and community oriented.
- Must be able to work with a team and take direction well.

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

The Up Center offers a generous benefits package and the opportunity to work remotely as needed.

Please email resume and cover letter to Katie McCarthy at katie.mccarthy@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.