



The Senior Friendship Center has an opening for

Marketing and Communications Coordinator

People Helping People has been the foundation of Senior Friendship Centers for over 50 years, and we are looking for a dynamic **Marketing and Communications Coordinator**! The primary responsibility of this creative and motivated role is to manage and grow our social media channels, engage our audience, and promote our nonprofit's mission.

We're looking for a creative and highly motivated individual with exceptional interpersonal skills with a passion for marketing and a drive to make bold ideas happen! The ideal candidate will have experience with Adobe Creative Cloud, photography, and basic film editing to help craft compelling content that drives our marketing and communication initiatives.

The mission of Senior Friendship Centers is "we build vibrant communities by advancing wellness, connection, and enrichment throughout the journey of aging." Older adults throughout four counties in Southwest Florida rely on Senior Friendship Centers for help with nutrition, adult day services, social engagement, education, help in times of crisis, and so much more.

This full-time, 40-hour-per-week position is based in our beautiful downtown Sarasota, FL campus. A flexible schedule is important, as occasional evening and weekend events are part of this role. This role comes with a comprehensive benefits package that includes health, dental, vision, and life insurance, a 403(b) retirement plan with employer match, generous paid time off, paid holidays, and more. If you're passionate about making a meaningful impact and want to bring your talents to a growing organization, we'd love to hear from you. Apply today!

Essential Functions:

Social Media Management

- Develop, create, schedule, and maintain engaging content across all social media platforms (Facebook, Instagram, LinkedIn, YouTube, TikTok, Neighborhood).
- Set up and maintain paid social media content and events.
- Monitor social media channels for engagement opportunities and respond to inquiries and comments.

- Analyze performance metrics and assist with adjusting strategies to optimize engagement and reach.

Content Creation & Production

- Design eye-catching, branded graphics for social media posts, website content, and other promotional materials.
- Produce and edit video content for digital channels using professional video editing software.
- Utilize professional cameras for photography and video capture at events and activities.
- Take, edit, and maintain high-quality photos that highlight the impact of Senior Friendship Centers' work.
- Ensure all content maintains consistent brand voice and messaging across communications channels.

Calendar and Website Maintenance

- Maintain SFC's agency-wide events calendar, ensuring alignment of events, communications, and key organizational dates.
- Provide timely website updates, with particular focus on adding and managing events for the Advancement department.
- Update website content to reflect current programs, events, and organizational news.
- Collaborate across SFC teams to ensure website content supports overall marketing objectives.

Integrated Marketing Support and Brand Coordination

- Work closely with Marketing & Communications Manager and Director of Marketing and Communications to coordinate social media, email newsletters, website content, and other communications channels.
- Assist with email marketing campaigns, newsletters, and event promotions.
- Support the development of print and digital collateral for marketing various campaigns.
- Ensure brand consistency across all marketing materials and communications.

Administrative Duties

- Maintain a content calendar to ensure timely delivery of campaigns and posts.
- Regularly track and report on the performance of social media and website analytics.
- Coordinate across various departments to gather content and ensure accurate messaging.

Organizational

- Attend staff meetings, trainings, and seminars as required.
- Must comply with all Senior Friendship Centers personnel policies.

- Must protect the safety and health of staff, volunteers, participants, and others by observing and following the organization's safety and incident policies.

Supervisory Responsibilities:

- None

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work environment may vary between office locations, outdoor event venues, and community spaces.
- Environment includes office spaces, event venues with varying noise levels, and occasional outdoor settings.
- Senior Friendship Centers is a Drug-free and Smoke-free workplace.

Other Duties:

Please note, while this job description is intended to be an accurate reflection of the primary requirements of the job, this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Management reserves the right to add or remove duties, responsibilities, and activities at any time with or without notice when circumstances (e.g. emergencies, changes in workload, rush jobs or technological developments) dictate.

Competencies:

- Ability to generate original social media content for a variety of platforms and audiences.
- Ability to learn and adapt to Senior Friendship Centers' unique brand and voice.
- Excellent reading, writing, and proofreading skills with strong attention to brand consistency.
- Strong computer skills including Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint).
- Above average proficiency in Adobe Creative Suite applications (InDesign, Photoshop, Premiere Pro, After Effects), WordPress, Canva, and basic HTML.
- Video editing and production skills using professional software.
- Basic operation of professional cameras for photography and video capture.
- Comprehensive understanding of social media platforms, including analytics, platform requirements and paid advertising basics.
- Ability to communicate professionally with seniors, colleagues, and the community.
- Excellent organizational skills, detail-oriented, ability to prioritize and meet deadlines in fast-paced environment.
- Elementary understanding of integrated marketing communications and multi-channel coordination.

Education, Experience, Licenses, and Certifications:

Required:

- Bachelor's degree in marketing, Communications, Graphic Design, Digital Media, or related field.
- Demonstrated experience with social media platforms and content creation tools.
- Basic photography and advanced photo editing skills.
- Video editing and production experience.
- Strong writing and communication skills.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.

Preferred:

- Experience with professional camera equipment.
- Knowledge of integrated marketing and communications.
- Experience with email marketing platforms.
- Previous nonprofit marketing experience.

Physical Demands:

- Prolonged periods sitting at a desk and working on a computer and standing.

- Must be able to lift 20 pounds.
- Must be able to navigate various departments of a physical location.

Travel:

- Travel will be required as frequently as needed to support operations, fundraising and outreach.
- Must have reliable transportation.
- A valid driver's license and proof of insurance is required for all work-related travel.

Additional eligibility requirements:

- Satisfactory clearance of a fingerprint based, Level II Background Screening and pre-employment substance abuse testing is required.
- Must be authorized to work in the United States.

Affirmative Action/EEO statement:

It is the policy of Senior Friendship Centers to provide equal employment opportunities without regard to race, color, religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, genetic information or any other protected characteristic under applicable law. This policy relates to all phases of employment, including, but not limited to, recruiting, employment, placement, promotion, transfer, demotion, reduction of workforce and termination, rates of pay or other forms of compensation, selection for training, the use of all facilities, and participation in all company-sponsored employee activities.