



Job Description

POSITION: Marketing and Communications Coordinator

SUPERVISOR: Director of Strategic Communications

POSITION STATUS: Full-time, non-exempt

SALARY RANGE: Grade 6

HIPAA ACCESS: N/A

POSITION SUMMARY: This position is responsible for the implementation of the external and internal marketing and communications for Family Tree and its programs. This includes, with the Director of Strategic Communications, managing the agency's outreach program, editing the web site, updating social media and online presence and responding to media relations. This position helps design, write, and coordinate the production and publication of all Agency marketing materials, videos, outreach tools, while also overseeing social media activity and e-communication, collateral materials and fundraising print pieces. This position assists with the execution of events and fundraising activities as a member of the Gifts and Community Support (GCS) team.

QUALIFICATIONS: Bachelors degree required. Excellent writing and graphic design skills. Strong computer skills including desktop publishing (Adobe Creative Suite). Must be proficient in Microsoft Office. Skilled in graphic design. Familiarity with Quark useful. Strong knowledge of writing for Media including use of AP Stylebook. Strong people and management skills: confident public speaker: detail oriented, strong organizational skills. Need to be both independent and a team worker.

RESPONSIBILITIES:

1. Supports the mission of Family Tree.
2. Participates as a member of the GCS Team.
3. Assists with the production and printing of all collateral print materials, videos, DVDs and e-communication/e-giving vehicles.
4. Writes, produces and prints newsletters, ad campaign and annual report.
5. Evaluate the development, production, printing and mailing of direct mail campaigns and online giving campaigns.
6. Oversees translation of all print materials into other languages as needed.

7. Coordinate Agency outreach program to assist in establishing a panel of expert resources to speak on behalf of, or in support of Family Tree and the program/services supporting the agency's mission.
8. Edit agency web site and 211-web site and ensure content is timely and relevant.
9. Provide general marketing support as requested by the programs; ensure excellent customer service to internal stakeholders.
10. Provide PR and marketing support for special events
11. Assure maintenance of all PR/Marketing files as needed.
12. Assists with campaigns for capital funds as determined.
13. Represent Family Tree in the community in leadership roles and on committees as appropriate.
14. Speak on behalf of Family Tree in the community.
15. Conduct regular and ongoing evaluation of marketing and communication efforts and make recommendations for change if and when appropriate.

PHYSICAL REQUIREMENTS:

Position requires ability to work flexible hours, including some evenings and some weekends. Requires the ability to travel to and from meetings in the metro area. Ability to communicate with staff and community representatives. Must be able to use a phone and computer with or without accommodation. Requires the ability to perform routine office duties such as typing, filing, writing etc.

E.O.E. – FAMILY TREE, INC. IS AN EQUAL OPPORTUNITY EMPLOYER

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