

JOB DESCRIPTION | Marketing Coordinator

Job Title: Marketing Coordinator	Salary Grade (HR):
Job Code:	FLSA Status (HR): Exempt
Department Name: Development & Marketing	Approved By (HR): Teresa Mooney
Reports to (Title): Director of Development & Marketing	Date Approved (HR): 7/27/2017
Date Prepared: July 27, 2017	Prepared By: Rachel Tatro

JOB SUMMARY: Under the supervision of the Director of Development & Marketing, this vital role supports strategic initiatives within the department. This position is responsible for developing and managing an integrated marketing and communications strategy that supports the fundraising efforts of Northern Nevada HOPES.

ESSENTIAL FUNCTIONS:

Brand Management | Integrated Marketing Campaigns | Internal & External Communications | Analytics & Reporting

Brand Management

1. Revamping and utilizing style guide to ensure HOPES brand is accurately and consistently represented in community
2. Manage development and ordering of print materials (e.g., brochures, flyers, patient forms, etc.) and brand collateral (banners, signs, swag, etc.)

Integrated Marketing Campaigns

1. Work with Development team to plan and implement marketing campaigns related to both donor development and patient retention
2. Manage campaigns using a variety of channels and methods including digital media, traditional media, advertising (online, print, radio, tv, outdoor), and event marketing
3. Plan and execute events related to both marketing and development priorities of the organization
4. Ensure that campaigns are integrated and consistent across all platforms

Internal & External Communications

1. Produce high-quality copy, letters, editorial content, and written pieces on a regular basis
2. Maintain strong relationships with media, write and distribute press releases and coordinate media interviews with designated spokespeople
3. Manage internal communications

Analytics & Reporting

1. Analyze performance of ad campaigns across various media platforms
2. Analyze visits to HOPES website and conversions via online giving portal

3. Extract pertinent marketing related metrics and respond to increase success

REQUIREMENTS:

1. 3-5 years' experience in Development/Marketing/Communications with a savvy, enthusiastic marketing mind; experience in nonprofit sector a plus
2. Superior writing, proofreading and editing skills
3. Experience in graphic design and website management (Wordpress CMS)
4. Proficient in all major social media platforms (Facebook, Instagram, Twitter, YouTube)
5. Proficient in Mac OS X, Adobe Creative Suite, Microsoft Office Suite, and Google Apps
6. Ability to multitask and meet deadlines
7. Ability to work autonomously as well as collaboratively, ready to produce results
8. Ability to accept and incorporate feedback successfully into writing and other creative work

MARGINAL/ADDITIONAL FUNCTIONS:

1. Represent HOPES at community events and conduct community outreach through event tabling and presentations
2. Support fund development writing and reporting as needed

REPORTING STRUCTURE:

Supervision Received:	Reports to the Director of Development & Marketing
Supervision Exercised:	None
Directly Reporting:	None
Indirectly Reporting:	None

CONTACTS:

Internal:	HOPES staff, volunteers, and patients
External:	Media, vendors, donors, and community

Education or equivalency: Bachelor's Degree in Marketing, Communications, English, or related field

Experience: 3-5 years' experience in Fund Development, Marketing, Communications, or Nonprofit sector

EMPLOYEE ACKNOWLEDGEMENT

EMPLOYEE NAME (PLEASE PRINT)

EMPLOYEE SIGNATURE

DATE