



Job Description

Position Title: Marketing and Communications Coordinator

Reports to: Director of Development

FLSA Status: Non-Exempt

Pay Range: \$43,740 – \$54,700 commensurate with experience

Contributor Level: Individual

A complete application should include a Resume and Cover Letter

General Purpose:

The Marketing and Communications Coordinator is responsible for cultivating stakeholders and establishing and coordinating marketing and communication efforts for Florence Crittenton Services. The Marketing and Communications Coordinator creates and maintains relationships with local and national media and designs and oversees the creation and strategy of all marketing materials, both digital and print, social media execution, and ensures consistent messaging of the organization's brand. The Marketing and Communications Coordinator reports to the Director of Development.

Essential Functions:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Participates in the development and implementation of the organization's marketing and communications plan to support achieving annual operation and outreach to teen moms and their influencers.
- Designs and coordinates the implementation of community relations activities with internal and external stakeholders and involves staff, board members, and other volunteers in marketing and communications activities as appropriate.
- Coordinates all communications and curates content to ensure a consistent and cohesive message and image using communications vehicles including, but not be limited to: website, social media, newsletters, blog, email, and all collateral material.
- Communicates a clear brand identity and ensures that staff understands and adheres to agency graphic standards and public relations policies.
- Creates content that will build and sustain awareness of Florence Crittenton Services, as well as being an internal thought leader on new concepts.
- Develops and implements a strategic media relations and outreach plan.
- Works with the Development Team to plan, implement, and market special events.
- Participates with program staff to identify and evaluate opportunities to reach prospective students through market research, and provides guidance in the development and implementation of the communications and marketing plan.
- Supports the public policy goals and priorities of agency through activities and connections that are relevant to achieving the organization's mission.

- Coordinates Florence Crittenton Services' website design updates.
- Identifies community outreach events and opportunities and represents Florence Crittenton Services at them.
- Maintains a working knowledge of local, state, and national trends, laws and issues related to our mission, non-profits, and public relations.
- Serves as an advocate and expert on storytelling and helps to ensure that the Development team tells authentic and culturally competent stories that speak to the full range of diversity in population that Florence Crittenton Services serves.
- Photographs teen mothers and their children to maintain an updated and organized photo library. Takes photographs at internal and external events as needed.
- Plans, shoots, and edits videos to be used for internal and external purposes.
- Performs other duties as required and necessary to ensure the success of Florence Crittenton Services.

Supervisory duties:

- None.

Knowledge, skills and abilities:

- Ability to consistently promote, support, work, and act in a manner in support of Florence Crittenton Services' vision, mission, and values.
- Maintains an active interest and understanding of our target community, its members, and available resources.
- Demonstrates sensitivity and humility to the cultural and situational diversity of clients within each program.
- Excellent verbal and written communication skills, and superior writing skills.
- Strong interpersonal and public speaking skills
- Enthusiasm for social media and acquiring knowledge on new media concepts and outlets.
- Additional computer skills, including knowledge of Adobe Creative Suite programs and Microsoft Office.
- Ability to produce in-house graphics. Creative and innovative.
- Strong organizational skills, attention to detail, and discipline to meet deadlines, prioritize work, and establish and accomplish goals.
- Ability to act decisively and ability to take action quickly and appropriately; flexible and responsive to changing needs as well as ability to work in a face-paced environment.
- Budget management skills.

Education:

- High School Diploma or GED equivalent is required.
- Bachelors degree in marketing, public relations, communications, or a related field is preferred.

Experience:

- Two or more years of experience in marketing, public relations or not-for-profit communications activities is required.
- Experience working with printing vendors on concept, design, and production is preferred.
- Experience creating social media is required.
- Experience using Adobe Creative Suite required.
- WordPress and Blackbaud, or similar program is preferred.
- An equivalent combination of education and experience may be substituted on a year for year basis.

Additional Requirements/Licenses/Certifications:

- As required by the Denver Public Health Order, all Florence Crittenton Services employees must be fully vaccinated against COVID-19 and are required to provide valid proof of vaccination.
- Must have reliable transportation.
- Must have a valid driver's license.
- Passing a criminal history background checks will be required prior to the start of employment.
- Bilingual – Spanish speaking is preferred.

Working 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 is generally performed in an indoor professional office environment.
- Occasional travel to conferences, meeting is necessary.
- Work may involve additional hours during the evenings or on the weekends.

Physical Activities:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to stand, sit, walk, walk on unpaved terrain, talk, reach with arms and hands, have good manual dexterity, use hands and fingers to operate a computer and telephone keyboard, handle or feel, hear alarms/telephones/normal speaking voice.
- While performing the duties of this job, the employee is regularly required to talk or hear.
- Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.
- Moderate physical effort may be required by moving and positioning objects up to 50 pounds occasionally and / or 25 pounds frequently.

Compensation

- Salary Range is \$43,740 – \$54,700 commensurate with experience

Benefits

- A generous benefits package includes paid time off, paid holidays, health, dental, and vision insurance, a 401(k) Retirement plan, employer paid Life, AD&D, STD, and LTD insurance, and EAP

Resume and Cover Letter Required

Florence Crittenton Services is an Equal Opportunity Employer and does not discriminate against any person in any condition of employment based on race, color, creed, national origin, age, religion, disability, sex, sexual orientation, gender identity, gender expression, genetic information, marital status or veteran status.