



the action center
pathways to self-sufficiency

Job Posting

TITLE Marketing & Communications Coordinator

REPORTS TO Director of Development

JOB SUMMARY The Marketing & Communications Coordinator identifies and integrates strategies and key messages in the promotion and marketing of the agency's mission and brand. This is accomplished through the design and production of internal and external communication materials including: press releases, web copy, newsletters, internal/external communications and presentations. Serve as primary media contact.

CLASSIFICATION Full-time; exempt; Flexibility to work evenings and weekends may be required

DUTIES/RESPONSIBILITIES

- Develop, maintain and execute agency strategic communications plan
- Act as primary graphic designer for all agency media; design and create collateral materials across all departments
- Create and maintain a comprehensive press list and serve as the agency's primary media contact
- Write and distribute press releases, story pitches, web copy and content and event media alerts
- Maintain and update website content; manage and create content for social media sites in alignment with the agency's brand standards and organization identity
- Capture multimedia content
- Write/produce monthly e-newsletters, bi-annual print newsletters and annual report as well as other organizational marketing materials
- Liaise with external printers on a regular basis to ensure deadlines are met and material is printed to the highest quality
- Prepare visual presentations by designing art and copy layouts.
- Manage printing/mailing services/video production contractor relationships
- Update and maintain agency Graphic Standards Manual
- Assist in planning and execution of special events

KNOWLEDGE, SKILLS AND ABILITIES

- Bachelor's Degree in marketing, communications, journalism or related field; or equivalent, relevant work experience
- Minimum two years' work experience in marketing, communications or public relations
- Prefer one year experience and working knowledge with website content management systems (Wordpress) and Adobe Creative Suite including, but not limited to: Illustrator/InDesign and Photoshop
- Excellent marketing and communication skills required, and proven ability to utilize imagination and originality in creating written and verbal communications
- Excellent interpretive skills are essential (listening, reading, viewing)
- Demonstrated experience working with social media platforms
- Excellent public speaking skills
- Ability to work effectively across departments to achieve strategic goals
- Excellent computer skills including: photo editing, page layout and graphic design
- Strong organization, time management and problem solving skills
- Nonprofit experience preferred

Email resume and cover letter to: jobs@theactioncenterco.org
Currently interviewing - please apply as soon as possible. Posting will remain open until filled.

The Action Center is an equal opportunity employer