

Job Description

Marketing Coordinator

Reports To: Director of Development

Hours: 10-12 hours per week

Starting Pay: \$13.00 per hour

Last Revised: January 2012

Job Summary

The Marketing Coordinator is responsible for both client and partner marketing efforts as directed by the Director of Development. This position will collaborate to develop marketing tools for the purposes of marketing, promotion and branding. Responsibilities will include social media integration, website management, organization promotional material development and public relations efforts.

Job Requirements

- Exhibits a mature relationship with Jesus Christ as Lord and Savior.
- Well established as a member in a like-minded church with pastoral support.
- Fully agrees with Rachel House Mission Statement, Vision Statement and Belief Statement as well as all policies and procedures.
- Pro-life in practice and belief.
- Displays initiative and is a self-starter able to work independently with little supervision.
- Team player and shows willingness to work in a collaborative relationship with other department personnel.
- Demonstrates the ability to complete tasks with attention to detail.
- Possesses computer skills including Microsoft Word, Excel, PowerPoint, Publisher and is familiar with other social media applications, web-based software and database tools.
- Graphic design skills and familiarity with web-development software is preferred.
- Verbal communication and written composition skills.
- Able to proofread for spelling, grammar and punctuation.
- Education and experience in communications, business or marketing and/or project management necessary.
- Leadership skills are important.

General Responsibilities

- Marketing
 - Plans and implements marketing strategy for both clients and partners as approved by Director of Development.
 - Researches and implements best practices in non-profit/ministry marketing.
 - Maintains integrity of brand throughout marketing and promotion efforts.
- Communications and Public Relations
 - Manages communication efforts as directed by Director of Development and in cooperation with Development Assistant.
 - Stays current on industry developments and integrates in communication and public interface plan.
 - Implements social media and blogging as an effective tool.
 - Collaborates on newsletter, electronic marketing, blog, event promotional materials, fundraising pieces, direct mail pieces, etc.
 - Prepares updates and articles for Facebook, Twitter and Rachel House websites.
- Website
 - Analyzes web effectiveness in reaching target audiences.
 - Interfaces with vendors to enhance web presence.
 - Oversees, edits and develops web updates and improvements.
- Graphic Design
 - Works with vendors to develop appropriate graphic representations for development and advertising. Projects will include but not be limited to brochures, mailers, electronic marketing, infographics, etc.
 - Develops pieces consistent with branding and purposeful as graphics proficiency permits.
- Miscellaneous
 - Serves as member of Development staff and is willing to represent Rachel House at events or meetings as determined necessary by Director of Development.
 - Special projects as directed by Director of Development.