



Job Description

Job Title: Marketing Coordinator

Exempt (Y/N): N

Date revised: September 2023

Department:

Supervisor: Executive Director

SUMMARY:

As the Marketing Coordinator, you will play a vital role in supporting our mission by developing and implementing marketing strategies to promote our programs, events, collect data demographics and analyze market trends to improve Parent Network's marketing goals. Your creativity, communication skills, and dedication will be instrumental in helping us make a positive impact in the community.

ESSENTIAL DUTIES AND RESPONSIBILITIES: include the following. Other duties may be assigned:

PRIMARY DUTIES:

Marketing Strategy:

- Collaborate to develop comprehensive marketing plans aligned with the organization's objectives and target audience.
- Create compelling marketing materials, including brochures, flyers, social media content, and website updates, to effectively communicate our mission and initiatives.
- Monitor marketing campaign performance, analyze data, and make data-driven recommendations for continuous improvement.

Communication and Outreach:

- Craft compelling stories, press releases, and newsletters that showcase the organization's accomplishments and initiatives.
- Utilize various communication channels, including social media, email marketing, and press outreach, to enhance the organization's visibility and brand awareness.

Event Coordination:

- Assist in organizing fundraising events and community engagement activities, coordinating logistics, and ensuring successful execution.

Website Maintenance:

- Assist in the maintenance of the website; Parent Network has a robust website that is frequently updated.

PROFESSIONALISM:

- Exhibits appropriate language and dress.

- Demonstrate appropriate communication skills both written and verbal.
- Exhibit appropriate work attitudes and performance behaviors.
- Exhibits reasonably regular and predictable attendance and punctuality.
- Shows respect and courtesy in all interactions and communication internal or external to the agency.
- Demonstrate interest, knowledge and support for Agency mission, values and philosophy.
- Demonstrate a flexible, creative approach as well as an adaptability to change.
- Demonstrate dedication to the goals and values of the agency.
- Demonstrates problem solving and conflict resolution skills in both organizational and interpersonal matters.
- Demonstrates self directed behaviors.
- Ability to respond effectively to the most sensitive inquiries or complaints.

TEAM RESPONSIBILITIES:

- Supports and communicates with supervisor and co-workers in a cooperative manner
- Demonstrate an understanding of the boundaries of the position as they relate to both responsibilities and limitations.
- Incorporates the Agency mission, values and philosophy in decisions, behaviors and actions.
- Demonstrates initiative and seeks supervisory counsel when appropriate.
- Adheres to the policies, procedures and philosophy of the organization.

DIVERSITY MANAGEMENT:

- Model and practice sensitivity, fair treatment and acceptance of diversity with clients, co-workers and in all other interpersonal interactions.
- Demonstrate initiative in learning about and implementing skills related to diversity.

EDUCATION AND/OR EXPERIENCE & QUALIFICATIONS:

- Minimum of an associate degree in marketing, communications, or a related field.
- Proven experience in marketing or a relevant field within the nonprofit sector is desirable.
- Strong written and verbal communication skills, with the ability to convey the organization's mission effectively to diverse audiences.
- Proficiency in social media management, content creation, and digital marketing tools.
- Excellent organizational skills, attention to detail, and the ability to manage multiple projects simultaneously.
- Passion for the organization's mission and a commitment to making a positive impact in the community.
- Demonstrated ability to work collaboratively in a team-oriented environment.

CERTIFICATES, LICENSES, REGISTRATIONS:

Valid NYS Drivers License

PHYSICAL DEMANDS: 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.

While performing the duties of this job, the employee is regularly required to stand and talk or hear. The employee is occasionally required to walk, sit, use hands to finger, handle or feel objects, tools, or controls; reach with hands and arms; the employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision, distance vision. The noise level in the work environment is usually moderate.

I have received and reviewed my job description and understand the duties and responsibilities associated with the job.

Date

Signature

Please provide the employee with a signed copy and place the original in the personnel file.