



Job Title: Marketing and Communications Coordinator

Reports To: Chief Development Officer

Classification: Non-Exempt

Supervisory Responsibilities: None

Date: 7/8/2021

Our Mission: Grace Place puts faith into action, providing pathways out of poverty by educating children and families.

Summary/Objective:

Working under the Chief Development Officer as a part of the Development team, the Marketing and Communications Manager will be responsible for all internal/external communications and development materials, public relations, and website/social media presence to promote Grace Place and its mission consistently, dynamically, and strategically.

This role involves elevating and strengthening our brand recognition and presence through creating unique and engaging content, executing the implementation of our marketing strategy, and telling our brand story through various marketing initiatives.

Responsibilities:

- 45% Brand Expansion
- 30% Content Creation
- 15% Event Support
- 10% Work with Volunteers

Essential Duties and Responsibilities:

- Responsible for the execution and ongoing oversight of the organization's annual marketing and communications plan.
- Develop, manage and produce all organizational communication materials, including digital communication campaigns (email marketing, videos, social media), newsletters, annual reports, brochures, leaflets, press releases, program flyers and event collaterals consistent with the Grace Place branding guidelines to creatively promote the Grace Place brand and mission
- Develop and update organization's messaging (including umbrella statement for press releases, elevator pitch for board members and case statement).
- Manage all media contacts.
- Develop ideas and opportunities for feature articles, interviews, presentations, and other public relations activities that promote awareness of the organization and its services.
- Manage public relations campaign (includes producing and following quarterly schedule and incorporating all timely media pitches that will arise).
- Responsible for creating original and engaging social media, website, and other graphic content to serve needs of multiple constituencies, including donors, clients, community partners and grantors, etc.
- Manage social media properties on Facebook, Instagram, Twitter, LinkedIn, and custom social networks.
- Manage inventory of all marketing/promotional materials and support organization efforts to improve brand consistency and awareness.
- Track the effectiveness of content to support marketing communication objectives.
- Project a positive and professional image at all times within the community.
- Assist in the researching of facts, background information and other required data for grant/proposal and other development/communication activities.
- Assist in the planning, implementation, and execution of Grace Place cultivation events.
- Performs any other duties or responsibilities as requested.

Qualifications:

Education:

- Bachelor's degree in marketing, communications, public relations, or related field.

Experience

- Minimum two years' experience in marketing, social media coordination, and content creation
- Experience with InDesign and other Adobe Creative Suite Apps, WordPress, Google docs and electronic communication platforms and social media applications.

Knowledge, Skills and Abilities:

- Proficient in Microsoft Word, PowerPoint, Publisher, Adobe InDesign, and Photoshop. Knowledge of WordPress, MailChimp, video filming and editing skills a plus.
- Firm grasp on various marketing platforms, channels, and best practices, including social media channels such as Instagram, Facebook, Twitter, LinkedIn and YouTube
- Must have strong creative writing skills.
- Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading skills
- Passion for marketing and strong graphic eye for visual communications, design, and layout
- Driven by details for quality and accuracy.
- Experience using social media management tools a plus.
- Professional, confidential, honest, and reliable person. Must have an even disposition with a poised confidence and have the ability to deal effectively and politely with people from different backgrounds, experience levels and in all types of situations. Must have the capability to evaluate problems accurately and display good judgment.
- Will have access to and use of confidential information pertaining to donors, supporters, volunteers, and constituents and must have a good sense of diplomacy.
- Highly organized and have the ability to work independently, competently and efficiently in a multi-task environment.
- Bilingual in English/Spanish preferred, but not required.
- Commitment to the mission and core values of the organization.

Additional Information:

As members of the Grace Place team we all value and support the Grace Place Vision, Mission, Faith Statement and Organizational Core Values.

Work Environment: Position requires working in numerous locations which include varied temperature, noise level, and other factors that may affect a person's working conditions while performing the job.

Position Type and Expected Working Hours: Fulltime or Part-time (part time is defined as someone who is working 40 hrs or less a week) Anticipated working hours of approximately 9am-5pm Monday through Friday, including some evenings and weekends as needed.

Physical Demands: Bending, sitting, and standing for long periods of time. May require lifting objects weighing up to 20 lbs. as needed.

Additional Eligibility Qualifications: Background check, fingerprinting required.

Organizational Competencies:

The following competencies are organizational in nature in that all Grace Place employees are expected to exhibit these competencies and will be part of the basis for their performance evaluation.

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Work Ethic and Commitment: Extent to which the employee takes pride in his or her work, and is dedicated and committed to excellence in personal goals and organizational mission. Extent to which a significant volume of quality work is performed efficiently in a specified period of time; employee is a peak performer with a high energy level.

Initiative and Problem Solving: Degree to which employee takes active steps to set and achieve tasks/goals on a timely basis. Is a self-starter and solution-seeker who possesses a sense of urgency and takes action with minimal instruction. Is able to identify issues/problems and possible solutions and is willing to act on the solutions.

Service Orientation: Extent to which the employee understands and exhibits behaviors that enhance and improve the experience of various stakeholders: students/families, volunteers, donors/supporters, and community partners. Knows and acts upon what it takes to deliver value. Makes a genuine effort to listen to stakeholders and seeks to understand and resolve needs/issues.

Judgment and Decision Making: Ability to arrive at sound decisions in a timely manner with positive results. Understands and utilizes core values of organization and relevant policies and seeks appropriate guidance when needed.

Quality, Care, and Dependability: Extent to which work is accurate, thorough, and neat. Degree of reliability in performing tasks, following instructions and meeting deadlines. Employee possesses the ability to produce reliable work without follow-up or inspection.

Teamwork and Interpersonal Relations: Extent to which employee is positive and projects a willing-to-please attitude, cooperation, and team spirit. Understands goals of the department, as well as collaboration with other departments, and is willing to accommodate the personnel, tasks, and situations involved in order to accomplish department and organizational goals. Consider employee relationships with other staff, volunteers, students/families, and community partners.

Communication Skills (oral and written): Communicates effectively and accurately both orally and in writing with individuals and groups; presents ideas in an organized, clear and concise manner; employs tact and discretion; listens well; offers appropriate feedback. Listens to others. Communicates with a clear message and is open to different perspectives. Ensures that the receiver hears and understands the message.

Job Knowledge and Technical Skills: Extent to which the employee possesses the practical and technical knowledge of duties, functions, work safety procedures, policies, and takes responsibility for reviewing and up-grading areas of expertise and development of new skills as needed.

Planning and Organizing: Level of effectiveness in planning and organizing daily work. Ability to achieve short- and long-range objectives. Assess organization of work and time management skills.

Professional Image: Extent to which the employee projects a professional image through appearance, conduct, and work areas.

Equal Employment Opportunity Statement:

Grace Place values diversity in the workplace and among our partners and other stakeholders.

It is the policy of Grace Place to provide equal employment opportunities to all qualified employees and applicants on the basis of experience, training, education, and ability to do the available work without regard to race, color, religion, sex, national origin, age, disability, marital status, pregnancy, veteran status, sexual orientation, gender identity, genetic information or any other protected characteristic

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under applicable law. This policy relates to all phases of employment, including, but not limited to, recruiting, employment, placement, promotion, transfer, demotion, reduction of workforce and termination, rates of pay or other forms of compensation, selection for training, the use of all facilities, and participation in all company-sponsored employee activities. Provisions in applicable laws providing for bona fide occupational qualifications, business necessity or age limitations will be adhered to by Grace Place where appropriate.

Employees and applicants shall not be subjected to harassment, intimidation or any type of retaliation because they have (1) filed a complaint; (2) assisted or participated in an investigation, compliance review, hearing or any other activity related to the administration of any federal, state or local law requiring equal employment opportunity; (3) opposed any act or practice made unlawful by any federal, state or local law requiring equal opportunity; or (4) exercised any other legal right protected by federal, state or local law requiring equal opportunity.

The above-mentioned policies shall be periodically brought to the attention of supervisors and shall be appropriately administered. It is the responsibility of each supervisor at Grace Place to ensure affirmative implementation of these policies to avoid any discrimination in employment. All employees are expected to recognize these policies and cooperate with their implementation. Violation of these policies could be considered a disciplinary offense.

Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

