

JOB DESCRIPTION



Title: Marketing & Communications Coordinator

Reports to: Marketing & Communications Manager

Position Summary

The Marketing and Communications Coordinator coordinates marketing and communications for PVI, including all core programs, events, activities, and services internally and externally.

PVI Culture

PVI has a strong values-driven culture that supports its mission. The Marketing & Communications Coordinator is expected to model and set an example for other PVI employees to live our Core Values: Respect, Commitment, Trust, Dedication and Compassion as articulated in the PVI Culture Matrix (attached).

Responsibilities

Strategic Planning and Leadership

Coordinate and implement marketing and communications strategy in collaboration with and direction from the Marketing and Communications Manager, PVI leadership, Board and internal teams as needed, to position the organization as one Peninsula Volunteers, Inc., internally and externally.

- Support implementation of PVI initiatives, special projects, events or fundraisers to fulfill organizational mission.

Marketing Operations Management

- Support our marketing department in executing campaign plans through communication, digital, and advertising strategies.
- Implement the marketing strategy through print and online content.
- Track and coordinate marketing and dashboard submissions.
- Manages marcom content revision process
- Create marketing materials including website content, advertisements, social media posts, and other collateral that is polished and on-brand.
- Updating internal and external calendars.
- Coordinate promotional materials by inventorying stock, verifying receipt.
- Maintain and strengthen the organization's overall brand through consistent and on brand marketing content.
- Track content creation progress with Marketing Manager.
- Coordinate social media distribution.



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- Contribute to the development of marketing campaigns for various programs and events.
- Format e-mail campaigns.
- Design and edit graphics for print or web as needed.
- Create e-mails, digital links, landing and splash pages to assist in direct marketing efforts.
- Draft and edit member newsletters, emails, and other communications as assigned.
- Work with staff and subject matter experts to develop relevant, meaningful content and maintain association content strategy and web standards.
- Support maintenance of website content, mailing lists, SEO development, and tracking analytics to ensure all content is up to date and relevant
- Regularly update and engage on social media
- Other duties as assigned

Marketing Research and Measurement:

- Research industry resources and data to incorporate into marketing approaches.
- Measure, analyze and develop reporting for the outcomes and impact of marketing efforts and campaigns through metrics/analytics results reporting (including Google Analytics/AdWords).
- Develop ad hoc reporting and data analysis as needed.
- Maintain and monitor marketing mailing lists used for program communications.
- Identify clients and caregivers willing to give testimonials, provide stories and photos for written promotional materials and/or for PVI and community speaking events.

Requirements

Skills Needed

- Demonstrated marketing and communications skills, social media and collateral materials
- Development, website management.
- Strong interpersonal, written and presentation skills to effectively build and sustain positive
- Rapport and collaboration with internal partners, management, board, donors, volunteers and
- Nurture community partner relationships.
- Impeccable project, planning and organizational skills with strong creativity, detail
- orientation, prioritization and follow-through abilities.



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- Resourceful, flexible, collaborative self-starter who takes initiative and demonstrates
- Effectively works with teams and independently with minimal oversight.
- Meets deadlines and coordinates projects within designated timeframes.
- Superior writing skills with exceptional attention to detail.
- High level of professionalism in dealing with confidential and sensitive issues.
- Demonstrated proficiency with the Microsoft Office Suite, including Adobe Creative Cloud product set (Adobe Illustrator, Adobe Photoshop, Acrobat), Excel; and with WordPress,
- Google AdWords.

Experience and Education

- Bachelor's degree or a related experience
- Proven working experience in content creation, digital marketing, and tradition marketing
- Demonstrable experience managing a marketing database, email, social media and/or display advertising campaigns
- Experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Solid knowledge of WordPress and marketing analytics tools
- Working knowledge of HTML
- A Bachelor's degree in Marketing, Communications, English or equivalent experience required.
- 3-5 years of relevant work experience and a strong record of performance and leadership in marketing, communications and graphic design. Advertising and public relations/multi-media channels experience preferred.
- Advertising and public relations experience preferred.
- Social media channel savvy, with marketing collateral development, email automation, website content management experience preferred.
- Nonprofit and sales experience preferred.

Physical Requirements

- Ability to work in an office environment

Performance Expectations (Measurable Outcomes)



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- Fiscal Year development gross revenue goal achievement is supported through timely and effective marketing and communication efforts per fiscal year marketing plan.
- Key marketing business processes are documented and updated within 7 business days of receipt of approved cross-organization process component changes which affect marketing.
- Consistently demonstrate PVI cultural values and behaviors.

Date: _____

Full Name (printed): _____

I have read and fully understand the roles, responsibilities, and expectations for this position.

Signature: _____

Supervisor Signature: _____