

## **Marketing and Communications Coordinator Job Description**

*We provide a description for you to understand the position before applying. We know not all strong candidates will meet all the qualifications. Applicants are welcome to provide a cover letter and resume and share with us why they believe they are qualified for this position including education, life experience and professional expertise. We are most interested in applicants who are passionate about the purpose of SELCC.*

The Communications Coordinator manages the marketing and communications for SELCC, under the direction of the Executive Director.

The Communications Coordinator will have a passion for SELCC's mission and an ability to produce authentic content that accurately represents SELCC's values, vision and mission.

### **Job Duties and Responsibilities (Other duties as assigned)**

- Increase SELCC's social media presence across platforms
- Create regular digital content for social media accounts at least twice a week and website once a week
- Maintain website content, including reservations calendar
- Build a consistent brand for SELCC communications
- Produce regular email newsletters once a month
- Create and maintain collection of photos and videos for use in SELCC 's marketing
- Lead digital execution of fundraising and engagement campaigns throughout the year
- Create marketing and advertising materials including flyers and press releases
- Provide regular communications with donors, including thank you letters
- Assist with annual campaign and annual report
- Manage regular customer service communications with clients and special event and activity registrations
- Assist with community outreach and relationship- building with community partners
- Assist with additional administrative tasks and customer service tasks as needed

### **Education/ Experience**

- High school graduate or GED required. College experience preferred.
- Job-related experience required

### **Skills**

- Strong communicator with excellent writing skills and attention to detail.
- Multimedia writing, including writing for blogs, websites, and social media platforms.
- Graphic design, including knowledge of Canva and/or Adobe InDesign
- Creative thinker with design skills and aesthetic instincts.
- Knowledge of best practices for publishing on different platforms.

- Ability to manage time, handle multiple assignments and meet deadlines.
- Familiarity with WordPress, Google Drive, and signup genius preferred.

**Capabilities**

- Demonstrated capability to conduct one's self in a calm and professional demeanor when dealing with the public and/or with difficult situations
- Proven ability to protect confidentiality of all clients and volunteers
- Ability to work well with a diverse group of staff and volunteers
- Willingness to adjust hours to accommodate the needs of the job
- Ability to effectively manage a wide array of tasks, projects, and responsibilities
- Ability to work productively in an unstructured environment with frequent interruptions

**Time Commitments**

- Hours are generally completed Monday through Friday between 9AM and 5PM
- Hours need to be flexible; must be available for occasional evening and weekend events
- Some remote work allowed
- 24 hours/week

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Employee Name (Print)

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Employee Signature

Date

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Supervisor Name (Print) & Signature

Date