

Job Title:	Marketing and Communications Coordinator
Department:	Marketing and Communications
Reports To:	Associate Director of Marketing and Communications
FLSA Status:	Non-Exempted
Grade:	3
Parking Allowance	Yes
Cellphone Eligible:	N/A

The Alliance for Strong Families and Communities is a strategic action network of thousands of committed social sector leaders driving to achieve a healthy and equitable society. We aggregate the very best sector knowledge and serve as an incubator for learning and innovation to generate new solutions to the toughest problems. We accelerate change through dynamic leadership development and collective actions to ensure policies and systems provide equal access and opportunity for health and well-being, educational success, economic opportunity, and safety and security. The Alliance includes its social enterprise FEI Behavioral Health.

Summary

The marketing and communications coordinator is responsible for contributing to and assisting in the development, implementation, and execution of the Alliance's strategic marketing plan so that the organization can achieve its business goals. He or she will support the planning and execution of a wide range of marketing and communication initiatives, including graphic design, content marketing, digital and social media, and will collaborate on policy and network mobilization communications. The marketing and communications coordinator will create images, fliers, brochures, reports, and other items using graphic design software.

Essential Duties and Responsibilities including the following. Other duties may be assigned.

- Assist in developing and implement creative, innovative, and varied marketing campaigns using direct mail, e-mail communications, website, etc.
- Contribute to all areas of content generation and production across all media platforms (videos, case studies, blog posts and articles, promotional emails) for use in integrated marketing strategies
- Create images, fliers, brochures, reports, and other items using graphic design software
- Write and edit marketing materials (PowerPoint presentations, blog posts, articles, op-eds, product and service brochures, etc.) that effectively attract and engage all target audiences
- Implement campaign tracking parameters and reporting metrics
- Fully embrace and use social media to maximize reach and mission of the Alliance
- Consult on communication efforts with key Alliance executives
- Monitor, review, and report on all marketing activity, impact and results



Education and Experience

Bachelor's degree from an accredited college or university required in marketing/communications or journalism. Two to five years of previous marketing/communications and graphic design experience, ideally in a complex national organization or marketing consulting firm; experience in the nonprofit sector a plus

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Advance knowledge and experience with Microsoft Office Suite (Word, Excel, PowerPoint and Outlook)
- Advance knowledge and experience with Adobe Creative Suite
- Skills and experience in writing and editing for diverse audiences and communications channels
- Project management skills and the ability to execute complex projects in a fast-paced environment
- Experience working with vendors including printers and suppliers
- Familiarity with customer relationship management software, SharePoint, and project management software
- A passion for advancing the Alliance's mission of a health and equitable society

Competencies

- **Drive for Results:** Focuses on executing consistent high-quality results; sets high standards for self; sets up feedback loops and monitors work flow to celebrate success, identifies problems early and develops solutions; focuses on the priorities; explores work challenges from all sides; works to continually improve operations and processes.
- **Personal Accountability:** Holds self-accountable for achieving goals and commitments; takes responsibility for own actions and for mistakes; willing to be a champion for new ideas; takes appropriate risks to meet goals and to address challenges and opportunities; open to feedback, suggestions, new ideas and facts; actively listens to and understands others; takes responsibility for understanding the goals of and supporting other departments.
- **Resilience:** Keeps balance, focus and humor during stressful times and promotes and supports the same for all team members; able to recover from setbacks on the path to success; is flexible when dealing with difficult situations; easily makes transitions to new ideas and policies; open and supportive of new approaches and ideas of others; receptive/comfortable with change; can effectively partner with individuals with different communication and work styles; has sense of humor.
- **Customer Focus:** Understands we are advocates for our customers and treats our network, colleagues, peers, funders, clients and partners as customers; continuously creating new initiatives to improve the overall customer experience and satisfaction; sees issues/customer concerns from customer's point of



view; builds positive, respectful, and trusting relationships with both internal and external customers; keeps customer success as a high priority.

- **Collaboration:** Seeks and enlists active participation of all internal and external customers in handling opportunities and challenges; builds strong working relationships with all stakeholders; addresses conflict immediately in an open, productive, trusting style; provides ongoing open flow of relevant information to team members and other stakeholders and strives for a balance of working independently and creating opportunity for input and feedback; seeks out and welcomes differences; embraces diversity.
- **Learning Agility:** Learns quickly from all types of situations and is able to adapt behavior to new situations to improve performance; spends time learning new skills and knowledge; takes risks in applying new ideas/thinking/approaches to opportunities and existing challenges; keeps updated on organizational and industry information/changes; studies and understands organization wide and industry trends and new research; collaborates with manager to create continuous development opportunities; analyzes successes and failures for areas of self-improvement; experiments with creative approaches to new opportunities and managing challenges.

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 frequently required to stand; sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to walk; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

Travel Expectations

Travel is expected; approximately five days a year.

Approved By: Human Resources Specialist _____ Approved Date: April 13, 2018 _____

