



PARKER COUNTY CENTER OF HOPE

Job Description Marketing Coordinator

Reports to: Director of Development

Job summary: The Marketing Coordinator plays a crucial role in advancing Center of Hope's mission by developing and implementing effective marketing and communications across platforms. This includes communication within the organization and externally with all stakeholders, including participants, volunteers, funders, and the community.

Essential Functions:

- Manage Center of Hope's brand ensuring consistency in all communications materials and activities; Provide guidance to internal teams and external partners on brand guidelines
- Design and produce materials to create a cohesive image and message for print and online communications, including, but not limited to the following: newsletters, brochures, annual reports, fundraising materials, event invitations, and print/electronic media
- Regularly update and maintain the organization's website content to ensure accuracy, relevance, and consistency; Collaborate with program coordinators to gather and upload new content, including program updates, events, and success stories.
- Create content, overseeing messaging, and interacting daily on relevant social media channels
- Write articles for external publications
- Photograph events and relevant activities; Develop and maintain photo library
- Serve as a member of the development team assisting with special events and fundraisers
- Attend community events and bring awareness of Center of Hope programs and services
- Create monthly and yearly reports on marketing activity, social media, and web site analysis
- Attend and participate in departmental and Center of Hope meetings and professional development activities as directed
- Other responsibilities, as requested by supervisor and/or CEO

Qualifications:

- Minimum 2 years of experience in marketing with demonstrated success in using varied marketing vehicles, particularly the web and social media.
- Bachelor's degree in marketing is preferred or the equivalent combination of education, training, and experience in marketing.
- Must have working knowledge of Adobe Creative Suite (Illustrator, Photoshop, etc.) and Microsoft Office Suite
- Experience with WordPress and Constant Contact
- Experience in social and electronic media content development
- Knowledge of layout, design, and print production
- Excellent writing, editing, proofreading, verbal communication, and presentation skills.
- Ability to work independently and as a team member
- Actively involved in a Christian church
- Personal life reflects strong Christian principles

Work week expectation:

- This is a full-time, non-exempt position of approximately 35 hours per week.
- The work week is Monday-Thursday. Although primary working hours are during the day, on occasion, some evening and/or weekend work will be required to complete tasks.
- Time spent representing Center of Hope or conducting other Center business away from the main buildings shall be included in the hours of work listed.

Physical requirements of this position:

- Prolonged standing and walking, as well as sitting at a desk and using a computer
- Physically able to bend, stoop, and lift in order to facilitate job responsibilities noted above
- Must be able to safely routinely lift/move boxes, bags and donated items weighing up to 10-15 pounds, and occasionally heavier items up to 25-30 pounds as needed
- Vision and hearing must be sufficient to interact with other staff, volunteers, donors and participants and to carry out the responsibilities of the job as noted herein

In addition to the statements provided in this Job Description, the following Core Values are an integral part of working at Center of Hope. With your signature, you indicate your agreement to the contents of this document as well as the Core Values stated below.

CORE VALUES

- **Calling:** The belief that God has called you to serve at Center of Hope in this assigned role.
- **Character:** You possess a sense of ownership in this role. You display integrity in everything you do.
- **Chemistry:** Your values are in close harmony with the mission of Center of Hope. You are able to work well with the team and build unity.
- **Competence:** You have the critical skills and gifts necessary to perform this role successfully and are willing to use them.

Employee Signature

Date

Supervisor Signature

Date