

Development



Founded in 1922 and renamed honoring Dr. King in 1968, the Dr. Martin Luther King, Jr. Community Center nourishes, educates, and supports Newport County, Rhode Island residents to improve their economic, social, and physical well-being. The MLK Community Center envisions a strong and inclusive community where all people are empowered to be self-reliant and to live their best quality of life. An independent non-profit, the MLK serves over 5,000 people annually.

Position Summary

The Marketing and Communications Coordinator reports to the Director of Development. The Marketing and Communications Coordinator advances the mission of the Center by communicating with the community at large, with a variety of different goals: community outreach and serving as a public resource, fundraising, donor recognition, and more.

The Marketing and Communications Coordinator interacts with clients, staff, volunteers, the media, and other community organizations. It is essential that the candidate be empathetic, courteous, highly organized, professional, meticulous with detail and protocol. As a member of a small staff that relies heavily on teamwork, the Marketing and Communications Coordinator must have a positive attitude, a respectful demeanor, a strong sense of humor, and the ability to work independently. This position is partially remote (work from home).

Essential Duties and Responsibilities

The essential functions include, but are not limited to the following:

- Maintaining and enhancing a range of corporate tones across media, and for varied audiences
- Copywriting and content creation (weekly email newsletter; social media; press releases; news articles; advertisements; Annual Report & other publications; other content as needed)
- Social media management and frequent contact (Facebook, Instagram, LinkedIn, YouTube)
- Community outreach (digital and traditional)
- Strategically devising & managing marketing plans, traditional and digital
- Advertising (traditional and digital)
- Tracking and analysis of digital marketing campaigns
- Graphic design (email newsletter; basic web design; flyers; social media graphics; print marketing materials; invitations; other materials as needed)
- Assistance developing and managing fundraising campaigns
- Public & media relations (press releases; calendar listings; letters to the editor; crisis communications; media relations; media distribution strategy; media training; tracking & analysis of PR campaigns)
- Photography; basic videography
- Project coordination and vendor management
- Marketing research & data collection, as needed
- Management of interns and volunteers
- Event planning and management and on-site assistance, as needed
- MLK Hunger Relief and Community Program assistance, as occasionally needed
- Other duties as assigned



Qualifications

- Strong copywriting and editing skills
- Experience devising & managing marketing plans, both traditional and digital
- Experience managing frequent posting on social media accounts (Facebook, Instagram, LinkedIn, YouTube)
- Experience with email marketing required
- Advertising experience, both traditional and digital
- Knowledge of current digital trends & best practices
- Public relations and media relations skills required
- Website maintenance and editing competency (WordPress) required
- Graphic design skills (for social media, flyers, print materials, etc.) required
- Public speaking skills (preferred)
- Crisis communications skills (preferred)
- Project coordination; experience working with & managing vendors
- Exceptional time management skills
- Exceptional written and oral communication skills
- Strong attention to detail
- Photography, photo editing, and Basic Videography skills required
- Strong media literacy skills
- Ability to work collaboratively and effectively within a team
- Knowledge of direct mail marketing (preferred)
- Leadership skills (preferred)
- Lead generation experience (preferred)
- Marketing research skills (preferred)
- Experience with event management (preferred)
- Fundraising and Peer-to-Peer fundraising experience (preferred)
- Search Engine Optimization (preferred)

Work hours: Primarily Monday – Friday, with occasional evening and weekend events. This position is partially remote (work from home.)

Compensation and Benefits:

The position of **Marketing and Communications Coordinator** is an exempt, full time (40 hours per week) position. Salary range is \$49,000 to \$54,000 and will be reviewed annually with increases based upon merit and performance. The MLK Community Center offers a comprehensive benefits package including holidays, personal time off (PTO), medical, dental and vision insurance.

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The Dr. Martin Luther King, Jr. Community Center is an equal opportunity employer and does not discriminate in its employment decisions because of age, sex, gender, sexual orientation, race, ethnicity, age, ability, body size, education, or religion. People of color, veterans, and LGBTQIA+ candidates are strongly encouraged to apply. The MLK Community Center is committed to creating and welcoming a diverse workplace, and to supporting our staff with ongoing career development opportunities. The MLK Community Center provides reasonable accommodations to applicants and employees as required by law. Applicants with disabilities may request reasonable accommodation at any point in the employment process.

To apply, please email cover letter and resume to Linda Ferreira, Administrative Operations Manager at lferreira@MLKCCenter.org