

JOB DESCRIPTION

JOB TITLE: Marketing and Communications Coordinator

EMPLOYER: Martin Luther King Community Center

DEPARTMENT: Development

REPORTS TO: Director of Development

EFFECTIVE DATE: 06/03/2024

SUMMARY:

This position is responsible for advancing 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; interacting with clients, staff, volunteers, the media, and other community organizations.

DUTIES AND RESPONSIBILITIES:

- Develops and implements comprehensive marketing and communications plans aligned with organizational goals and objectives, maintaining and enhancing a range of corporate tones across media, and for varied audiences.
- Creates compelling copy and content across various channels, (weekly email newsletter, social media, press releases, news articles, advertisements, Annual Report & other publications, and other content as needed).
- Maintains social media platform management to increase visibility and engagement (Facebook, Instagram, LinkedIn, YouTube).
- Coordinates with program managers to gather stories, testimonials, and data to showcase the impact of our programs.
- Cultivates and maintains relationships with media contacts to secure coverage and press opportunities.
- Designs and produces marketing collateral, such as brochures, flyers, and presentations, ensuring brand consistency.
- Maintains graphic design (email newsletter, basic web design, flyers; social media graphics, print marketing materials, invitations, and other materials as needed).
- Supports fundraising efforts by creating campaign materials, donor communications, and sponsorship packages.
- Maintains public & media relations (press releases, calendar listings, letters to the editor, crisis communications, media relations, media distribution strategy, media training, and tracking & analysis of PR campaigns).
- Coordinates photography, and basic videography.
- Maintains project coordination and vendor management.
- Stays informed about industry trends, best practices, and emerging technologies in marketing and communications for nonprofits.
- Performs marketing research & data collection, as needed.
- Manages interns and volunteers.

- Performs event planning and management and on-site assistance, as needed.
- Provides MLK Hunger Relief and Community Program assistance, as occasionally needed.
- Performs other related duties as assigned by management.

SUPERVISORY RESPONSIBILITIES:

- This position has no supervisory responsibilities.

QUALIFICATIONS:

- Bachelor's Degree (BA) from four-year college or university, or one to two years of related experience and/or training, or equivalent combination of education and experience.
- **Computer skills required:**
 - Development Software;
 - Internet Software;
 - Spreadsheet Software (Excel);
 - Design Software;
 - Project Management Software;
 - Word Processing Software (Word);
 - Electronic Mail Software (Outlook);
 - Presentation software (PowerPoint);
 - Publisher software.
- **Other skills required:**
 - Previous experience (1 year minimum) in marketing, communications, or public relations, preferably in the nonprofit sector.
 - Experience with event management (preferred).
 - Fundraising and Peer-to-Peer fundraising experience (preferred).
 - Strong written and oral communication skills with the ability to craft clear and compelling messages for diverse audiences.
 - Experience devising & managing marketing and communications plans.
 - Proficiency in social media management and content creation (Facebook, Instagram, LinkedIn, YouTube).
 - Experience with email marketing required.
 - Knowledge of current digital trends & best practices.
 - Public relations and media relations skills required.
 - Website maintenance and editing competency (WordPress) required.
 - Graphic design proficiency (e.g. Canva for social media, flyers, print materials, etc.) required.
 - Project coordination; experience working with & managing vendors.
 - Exceptional time management skills and ability to manage multiple projects simultaneously in a fast-paced environment.
 - Marketing research skills.
 - Meticulous attention to detail.
 - Photography, photo editing, and basic videography skills.
 - Passion for the MLK Community Center's mission.
 - Strong interpersonal skills and the ability to work collaboratively and effectively with internal and external stakeholders.
 - Knowledge of direct mail marketing (preferred).

- Crisis communications skills (preferred).
- Search Engine Optimization (preferred).

COMPETENCIES:

- **Design** - Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.
- **Diversity** - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Educates others on the value of diversity; Promotes a harassment-free environment; Builds a diverse workforce.
- **Ethics** - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- **Quality** - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- Frequently required to stand.
- Frequently required to walk.
- Frequently required to sit.
- Frequently required to utilize hand and finger dexterity.
- Occasionally required to climb, balance, bend, stoop, kneel or crawl.
- Continually required to talk or hear.
- Occasionally exposed to wet and/or humid conditions (non-weather).
- Occasionally exposed to outside weather conditions.
- Occasionally exposed to extreme heat or cold (non-weather).
- While performing the duties of this job, the noise level in the work environment is usually moderate.
- The employee must
 - occasionally lift and/or move up to 10 pounds.
- Specific vision abilities required by this job include: close vision; distance vision; color vision; peripheral vision; depth perception and ability to adjust focus.
- Additional remarks regarding work environment:
- Specialized equipment, machines, or vehicles used: DLSR camera

SALARY RANGE:

This salary range for this position is \$49,000 - \$54,000.

Submit resume to:– jobs@mlkccenter.org