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| 2024 Payrate \$29.12 per hour \$53,000 Annually |
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North East Community Center Position Description

Position Title: Marketing and Outreach Coordinator
Working Title: Marketing and Outreach Coordinator
Classification: Coordinator, Full-time, non-exempt, hourly, benefits-eligible
Hours: 35 hours per week, Monday through Friday, 9am-5pm with appropriate breaks; may involve evening or weekend work

Primary Role:

The Marketing and Outreach Coordinator (MOC) is responsible for aiding NECC with the cultivation of positive relationships with the public, and our constituents, stakeholders, and donors. The majority of time will be dedicated to two primary responsibilities: 1) Maintaining the visibility of NECC and its programs through hard copy and digital collateral including program-specific outreach and recruitment tools, social media accounts, website management, digital newsletters, ads, billboards, and promotions. This will also include supporting the Executive Director in responding to press inquiries and presenting NECC content to the public; and 2) Supporting NECC's relationship development work with our donors and funders by maintaining our stock of photos and working with key staff to design and implement sponsorships, fundraising campaigns, and events, including event programs and the NECC annual report. Job duties will require this position to work fluidly and reliably with multiple project and initiative teams to produce results. Successful performance will require that the MOC works cooperatively under the direction of the Executive Director, who provides leadership for all direct communications with stakeholders and the press.

Responsibilities:

Organizational Marketing and Outreach:

The MOC provides coordination of public- and program-facing support for the purposes of marketing our programs, services, workshops, events, and NECC as a nonprofit serving our broad community. This will require that the MOC work cooperatively with the Executive Director, various program directors, the Administrative team, and others to implement clear, consistent, and frequent communications, that align with our mission, values, style guide, and funder/governmental requirements.

This will include:

- Providing strategic input to the Executive Director and others as to how best grow NECC's visibility and that of our programs and services
- Communicating through print media, social media, and various digital communications methods
- Preparing press releases and other public-facing strategies
- Creating attractive, professional and engaging visuals to accompany all communications
- Gaining the appropriate director approvals before any assets are released to the press, public or others
- Following EEO/EPO standard, adjusting the messaging based on appropriateness for target audiences, and adhering to the NECC style guide

- Working effectively as a part of the Administrative team while integrating effectively when working with multiple other small and large project- or program-related teams
- Participating actively in--and facilitating as needed--the planning and furthering of teams/working groups and following up on decisions and plans in a timely manner
- Adapting to the priorities at hand while working with multiple on-going projects
- Effectively determining priorities, developing appropriate timelines, and meeting deadlines

Fundraising and Event Promotions:

The MOC will further NECC's relationships with donors and funders by ensuring that our catalogue of photos and promotional collateral remains fresh, effective, and up-to-date. This includes the development of collateral for annual fundraising activities and events, while participating actively in the planning and implementation of these activities/events as needed.

This will include:

- Working with key individuals and groups to prepare for the NECC annual Chef and Farmer Brunch including sponsorship packets, signage, info-graphics, the 6-week digital components, the event program, and any presentation materials needed to support the program; this will require that the MOC works actively with the team to create timelines, meet deadlines, adapt as needed for changes, obtain prior approvals from those needed,
- Assisting with event setup, execution and cleanup
- Provide similar support through materials and communications to support donor appreciation and cultivation events, the NECC Annual Report publication, the Annual Appeal campaign,
- Provide support to the raising of funds through sponsorships for NECC's farmers market and any other programs/events as they arise
- Support other NECC events as needed to handle event-related communications, create promotional resources, and conduct event promotions through social and other media. These events include but are not limited to community conversations, volunteer and community service activities, and our annual Hispanic Heritage Festival, among others

Other Duties:

- Communicate regularly with the Executive Director and, as needed, key staff involved in the furthering of the MOC's work, to discuss progress and resolve problems
- Participate in required staff and team meetings
- Follow all NECC Policies & Procedures
- All other duties as assigned

Required Skills and Behaviors:

- Utilizes proactive thinking and problem-solving skills
- Is self-motivated to advance work, seek solutions, and gain input from others at the appropriate intervals
- Able to maintain patient, professional demeanor when dealing with diverse community of volunteers, community members, board members, staff, donors, and others
- Ability to responsibly manage confidential and/or sensitive information
- Strong interpersonal skills
- Excellent written and communication skills
- Flexible, adaptable, and consistent
- Models NECC values at all times

Qualifications:

Required

- Bachelor's degree in communications, marketing, public relations (or related area) plus 2 years of experience with marketing, public relations or fundraising
- Or 6 years of experience plus associates degree or certifications in marketing, public relations, fundraising or related field
- Excellent project management skills with a proven ability to achieve results
- Proficiency in Microsoft Office products
- Experience with Adobe Photoshop, InDesign, and/or other desktop publishing software
- Experience with Squarespace or other similar website-building program
- Current driver's license
- Acceptable background and DMVR checks

Preferred

- Spanish-speaking preferred but not required

ADA Requirements:

- Ability to lift a 50-pound box
- Ability to walk up and down stairs

Supervisor(s):

Mollee Alquesta, Administrative Manager

Christine Sergent, Executive Director

Effective: March 12, 2024