

Job Description

Job Title:	Marketing & Communications Coordinator
Salary Range:	Min: \$36,000 Mid: \$43,000 Max: \$52,000
Department:	Marketing & Communications
Reports to:	Associate Director of Marketing

Position Summary:

The Marketing & Communications Coordinator is a key team member of the Marketing & Communications Department. Through creative and innovative digital marketing, public relations, relationship management, and social media initiatives, this position will enhance the MP brand and voice through education, advocacy, and support initiatives. This position is the owner of My Possibilities' overall social media and public relations strategic vision and leads the digital marketing and communications for all departments within MP, with added support to MP entities.

Essential Functions/Percentage of Time Spent on Each:

1. Digital Marketing – 40%
 - a. Work in tandem with Marketing & Communications Department to develop and implement digital marketing strategies for MP and its entities.
 - b. Ensure effective, branded marketing communications, including social media, online communications, and advertising.
 - c. Plan, develop, implement, and evaluate advertising and promotion programs, developing action plans with the Marketing & Communications Department.
 - d. Provide information by collecting, analyzing, and summarizing data and trends on social and other digital platforms.
2. Social Media – 35%
 - a. Update and maintain all MP social platforms (LinkedIn, Twitter, Instagram, Facebook, etc.).
 - b. Manage the social media editorial/events calendar and maintain a consistent system of documented reporting and metrics.
 - c. Stay up to date on industry trends for the creation of relevant content.
 - d. Continuously monitor and enhance online traffic through evaluating MP's website and online presence.
 - e. Knowledge of social media legal guidelines.
 - f. Build brand visibility and thought leadership in partnership with Creative Associate.
 - g. Responsible for online fundraisers that include, but not limited to, North Texas Giving Day, MP events, and third-party/vendor fundraisers.
3. Public Relations – 15%
 - a. Write engaging and effective online media content and respond to social media inquiries.

- b. Creatively plan and execute promotional campaigns (i.e., story writing, videos, third-party opportunities).
 - c. Effectively communicate and create partnerships with media outlets (i.e., press releases/sponsorships), third-party vendors, key stakeholders, and influencers.
 - d. Handle internal and external communications while maintaining consistent voice and messaging in line with the MP brand and its entities.
4. Team Engagement – 10%
 - a. Maintain key vendor relationships and ensure success of third-party events and promotions.
 - b. Track effectiveness of communication through various social media platforms.
 - c. Meet team goals as set by the Associate Director of Marketing.
 - d. Other duties as assigned.

Nonessential functions:

This position requires communicating with HIPsters' families about photo/video release projects; to gather information for public relations stories; to schedule public relations opportunities that benefit the My Possibilities story.

Competencies (Knowledge, skills and abilities):

1. Strong written and verbal skills are a must
2. Clear understanding of digital marketing channels, tools, and analytics
3. Results-driven, focus on metrics that show growth in audiences and conversion of donors
4. Experience working a variety of social media/digital platforms (including scheduling tools) and media outlets
5. Knowledge or experience working with adults with intellectual and developmental disabilities
6. Able to work in a diverse team and at a fast pace
7. Effective relationship builder with new and established collaborators
8. Understanding of SEO, a plus

Minimum qualifications:

Education: Bachelor's Degree in Marketing, Digital Media, or related field.

Experience: Experience with public relations/press releases, marketing plans, and digital/social media platforms preferred.

Specific Skills: Proficiency in the following technology - social media platforms, WordPress, email campaign tools, Adobe Creative Suite, and Microsoft Office, APA writing style.

Specialized Knowledge, Licenses, etc.:

- Current driver's license, acceptable driving record and valid car insurance required.
- Must be able to clear a background check with no related offenses jeopardizing the integrity of our program.

Success factors:

Commitment to the mission of My Possibilities and HIPsters first in all decision making, strategies, public relations/marketing plans, online communications, and events. Personal qualities of integrity, credibility,



flexibility, and responsibility to job tasks are essential. Must be able to work effectively as a team member, highly adaptable to a fast-paced office environment, and committed to the success of the Marketing & Communications Team, as well as the other agency departments.

Supervisory responsibilities:

Not applicable

Working conditions:

My Possibilities Marketing & Communications Department works traditional work hours but depending on the needs of the department or agency, work may occur during weekday evenings or weekends, either in or outside the office. Position must feel comfortable working in a team and communicate effectively with peers, leadership, and our Hugely Important People (HIPsters).