

Job Description

TIME FOR CHANGE FOUNDATION



Marketing & Communications Coordinator

The Marketing and Communications Coordinator is responsible for coordinating Time for Change Foundation's (TFCF) communications strategies, marketing, branding, tracking website maintenance and management, public relations, creation content, donor engagement, and all other duties as assigned. In addition, the coordinator shall develop, implement, track, and optimize our marketing campaigns across all digital channels. The Marketing & Communications Coordinator will work with the executive team to launch campaigns on time and on budget.

Responsibilities

1. Design a major media outreach plan with Director and Program Manager
2. Brainstorm new and creative growth strategies
3. Graphic design
4. Maintain and expand our social media presence across all digital channels and website leveraging agency's mission
5. Build and sustain relationships that energize and motivate funders and community partners to become sustainable givers
6. Design, implement, and manage a comprehensive strategic development plan focused on expanding and enhancing relationships with area businesses and organizations to create new engagements opportunities for funding and partnerships
7. Maintain the relationships between TFCF and regular donors by properly acknowledge donors after they make charitable contributions
8. Maintain up-to-date donor lists
9. Measure and report on the performance of all digital marketing campaigns
10. Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
11. Identify trends and insights, and optimize spend and performance based on the insights
12. Collaborate with internal teams to create landing pages and optimize user experience
13. Utilize strong analytical ability to evaluate online content visitor experience across multiple channels that will attract and engage supporters
14. Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
15. Facilitate internal communications among TFCF staff. Manage communications calendar, and ensure out of office messages/holiday messages are in place
16. Facilitate external communications with outside agencies, government officials, the press, and the community
17. Manage media relationships with each partnering agency
18. Support marketing and fundraising efforts
19. Create collateral press materials such: as op-eds, talking points, letters to the editor, including writing, editing, and managing design and production (i.e. press releases, newsletter, annual reports, brochures, special event materials, electronic newsletters, social media etc.)
20. Track and archive media clips on website and scrapbook Write/create daily and weekly social media posts on TFCF's social media outlets

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Qualifications

1. Strong networking and public relations skills
2. Graphic design
3. Self-Starter
4. Event planning experience a plus
5. Proven working experience in digital marketing
6. Advanced knowledge with highly utilized programs (e.g., Zoom, Adobe Creative, Canva)
7. Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
8. Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
9. Experience in optimizing landing pages and user funnels
10. Solid knowledge of website analytics tools (e.g., Google Analytics, Net Insight, Omniture, Web Trends)
11. Working knowledge of ad serving tools (e.g., DART, Atlas)
12. Experience in setting up and optimizing Google AdWords campaigns
13. Working knowledge of HTML, CSS, and JavaScript development and constraints
14. Strong analytical skills and data-driven thinking
15. Up to date with the latest trends and best practices in online marketing and measurement

Minimum Education/Experience

1. BS degree in marketing and communications required
2. MS in marketing and communications is a plus
3. Minimum 3 years Marketing and Communications experience required
4. Non-Profit experience a plus

Salary Range

- \$61,000-\$71,000 per year

Position Type

- Full-time.

Location

- San Bernardino, CA