



Marketing and Communications Coordinator

JOB TITLE: Marketing and Communications Coordinator
REPORTS TO: Director of Development
CLASSIFICATION: Part-time (20-25 Hours/week)

WHY JOIN SCO:

You believe that every person deserves respect and dignity – a safe home and food on the table. You see that affordable housing and homelessness are systematic issues and want to be a part of the solution. You are ready to utilize your talent, experience, and creativity towards purpose-driven work. You want to work alongside industry leaders to learn, implement, and pioneer best practices.

South County Outreach is a leading non-profit agency in Homeless Prevention services. With over 30 years of experience and 6,000 individual clients served each year, we know what it takes to end hunger and homelessness. Join the fight to end food insecurity and homelessness and make a difference in people's lives at South County Outreach!

OVERVIEW OF THE POSITION:

South County Outreach seeks a new Marketing and Communications Coordinator to help the organization continue their mission of ending hunger and homelessness. This position will report to the Director of Development and is located in Irvine, CA. The Marketing and Communications Coordinator is responsible for coordinating marketing, communications, and supporting special events for South County Outreach. This employee is expected to provide direct support in strengthening the overall performance of the organization. The employee must be available to work evenings and weekends as needed.

OVERVIEW OF THE POSITION

RESPONSIBILITIES/DUTIES

- Manage marketing, communications, public relations, and advertising including the development, creation, implementation, and distribution of printed and electronic communications
- Regular updates and maintenance to the WordPress website
- Simple graphic design projects using Canva or other graphics program
- Social media plan and calendar management with 4-5x weekly posts across all channels and daily monitoring of direct messages and comments
- Consistent communication of the mission and program needs to all constituents
- Donor and sponsor communication development including fundraising campaigns and solicitations
- Marketing Plan development and implementation
- Management of marketing database

KNOWLEDGE/SKILLS/ABILITIES:

- Team player: Works well as a member of a group
- Detail oriented: Capable of carrying out a given task with all details necessary to get the task done well
- Strong research and analysis abilities
- Exercise initiative and good judgement
- Creative thinking with ability to problem solve on an organization-wide basis
- Computer Software/Applications
- Microsoft Programs (Word, Excel, Access, PowerPoint)
- Knowledge of Sales Force or other similar CRM database
- Manage multiple priorities and projects within tight department metrics and deadlines, as well as ability to manage conflicting priorities and projects
- Strong attention to detail, solid organizational skills, with pride in accuracy and quality of work
- Highly collaborative within a solid team environment



ORGANIZATIONAL RESPONSIBILITIES:

- Thorough - You recognize the importance of and pay attention to the details.
- Collaborate – You establish relationships and gain understanding in order to bring value as a strategic partner in the successful delivery of marketing and organization goals.
- Optimize – You find the most efficient way to support operations while providing a personable demeanor and phenomenal experience for all constituents.
- Communicate – You provide content through the most appropriate communication styles of the audience.

COMPUTER AND EQUIPMENT SKILLS:

- Experience with a graphic design program (InDesign, Adobe creative suite, Canva etc.)
- Working knowledge of WordPress, Google docs, electronic communication applications and social media platforms
- Proficient in Microsoft Programs (Word, Excel, Access, PowerPoint, Outlook)

PHYSICAL DEMANDS, ENVIRONMENTAL CONDITIONS, EQUIPMENT:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions.
- Employee is required to: Walk and climb stairs; handle, finger, grasp and feel objects and equipment; Reach with hands and arms: Communicate, receive, and exchange ideas and information by means of the spoken and written word; Be mobile by moving oneself from place to place quickly and easily; Repeat various motions with the wrists, hands, and fingers; Be able to have visual activity for (including, but not limited to) administrative and clerical tasks; Be able to lift up to 30 pounds often and carry for short distances; may need to lift items from ground level to waist level.
- A flexible schedule as this position will need to work in the office at least 2-3 days per week with some evenings and weekends as needed.

MINIMUM QUALIFICATIONS/EDUCATION AND/OR EXPERIENCE

Required

- High School Diploma
- Some College education in marketing, communications, public relations, graphic design, or other closely related field, or equivalent experience in a professional environment
- Minimum 1 year of experience in at least one area: marketing, communications, public relations, social media, graphic design, or other closely related field
- Proficient in Microsoft Programs (Word, Excel, Access, PowerPoint, Outlook)

Preferred

- Bachelor of Arts or Bachelor of Science degree
- Previous experience in non-profit organizations
- Previous experience with Sales Force or other similar CRM database

Please send resume and cover letter to Dennis Williams at dwilliams@sco-oc.org.