

POSITION DESCRIPTION

Position Title: Communication & Marketing Coordinator
Division: Communications
Reports to: Director of Communications
Status: Non-Exempt

General Summary:

Under the supervision of the Director of Communications, this person has the primary responsibility of carrying out the day-to-day marketing tactics that contribute to the organization's overall goal of raising public awareness and furthering our mission through online and offline channels.

Essential Job Functions:**Digital Media:**

- Collaborate with Director of Communications on new ideas for producing creative content
- Update and maintain AOC and SCADS social media presence, including drafting content calendars, creating content, and scheduling/posting content on a daily basis
- Coordinate with Acacia's team members on deploying social media content
- Measure, track and report social media impressions, noting monthly successes and adjusting content creation accordingly to increase effectiveness

Web

- Provide ongoing content management of organization website, ensuring that pages are up-to-date with relevant and fresh information
- Provide feedback to web agency to facilitate larger web projects
- Assist staff in troubleshooting website issues
- Coordinate with program staff to create and publish monthly blog content
- Track and monitor web analytics on a monthly basis
- Monitor AOC adwords and provide monthly changes to increase campaign effectiveness
- Set up and monitor adwords campaigns for other internal brands

Press & Media Relations

- Coordinate media efforts for the organization to create momentum for and awareness of programs and activities, including creating press releases, utilizing free media outlets, and pitching to key press contacts
- Maintain active press contact database
- Archive, track and measure media impressions

E-Communications

- Assist in planning and coordinating organization's e-communications (e-blasts and e-newsletters), ensuring that monthly e-communications schedules are updated across all departments
- Coordinate, draft, and send organization semi-monthly e-newsletters

Design

- Draft content as needed for collateral and design flyers, graphics and other marketing material as needed
- Develop or cause to be developed print and digital collaterals to support the fundraising activities, programs, education and services for all internal brands and any new brands that develop

Branding

- Understand and enforce compliance with the branding guidelines and communications processes of for all internal brands and any new brands that develop
- Monitor procedures to ensure that all printed and digital materials remain on-brand

General Support:

- Collaborate with Director of Communications on new ideas, directions and tools for organization marketing and communications
- Provide general administrative support to Director of Communications, and complete other tasks as needed
- Maintain Communications calendars, ensuring that information is up-to-date and deadlines are met

- Supervise staff who maintain and collaborate on the website, electronic newsletter, social media and event sites. Be able to “fill in” should staff be unavailable.
- Supervise interns, volunteers and staff in the execution of duties and activities to support accomplishment of strategic priorities.

Minimum Requirements:

- BA in related field or higher
- 1-2 years experience in marketing and communications, nonprofit field a plus
- Energetic, organized and able to function in a highly collaborative team environment.
- Experience in working with Adobe Creative Suite, Mailchimp, Wordpress, Google Adwords and Analytics
- Demonstrated ability to develop and manage written materials, collaterals and brochures.
- Excellent verbal, written and interpersonal skills.
- Ability to work independently on projects, demonstrate initiative, prioritize and meet deadlines.
- Ability to represent Alzheimer's Orange County in a professional manner.
- Ability to travel as needed to perform job duties.
- Ability to work some evenings and weekends.

Desired Skills

- Keen eye for visual design
- Video and photography experience a plus

The job profile in no way states or implies that these are the only duties to be performed by the jobholder. The employee will be required to follow instructions and perform other duties as requested by his/her supervisor or manager. This is not meant to be an exhaustive list of job duties. Essential elements may change when necessary.

As a workforce member, I agree to adhere to policies and procedures pertaining to the proper handling of protected health information (PHI) when applicable.

Alzheimer's Orange County is an equal employment opportunity employer and strives to comply with all applicable laws prohibiting discrimination based on race, color, creed, sex, age, national origin or ancestry, physical or mental disability, veteran status, marital status, medical condition, sexual orientation (gender identification), as well as any other category protected by federal, state, or local laws.

The Employee or AOC may terminate employment for any reason, with or without cause or notice, at any time. Nothing in any oral or written statement shall limit the right to terminate employment at will. No Supervisor or Employee of AOC shall have any authority to enter into an employment agreement – express or implied – with any Employee providing for employment other than at will.

To Apply: All applicants MUST submit a cover letter and resume to be considered for this position. Please send all documents to alzoc.hr@gmail.com.