

ROUDENBUSH COMMUNITY CENTER JOB DESCRIPTION

Title: Marketing Coordinator
Reports to: Executive Director

Date prepared: April 2021
FLSA: Non-exempt

SUMMARY: The Marketing Coordinator's job entails managing a wide range of marketing processes and projects. The Marketing Coordinator performs a range of administrative and marketing support duties to the daily operations of the Community Center.

RESPONSIBILITIES:

- Coordinate various integrated communication and marketing activities.
- Execute a wide variety of details that involve email broadcast campaigns, outbound calls, marketing events, public relations, customer communications, media advertisements, and other marketing plans.
- Track campaigns, preparing performance analysis reports of post campaign and making recommendations to concurrent programs for corrective modifications.
- Maintain open lines of communication with all organizations and provide prompt answers to requests in order to determine how to convey, concise, clear and timely selective information.
- Write and maintain content and provide weekly updates to company website.
- Write, track, and deliver press releases.
- Participate in events and fundraisers.
- Work with customers in developing references and testimonials.
- Analyze results of advertisement and marketing campaigns.

QUALIFICATIONS:

- Associates or Bachelor degree in related field preferred.
- A minimum of three years' experience in an administrative position.
- Computer proficiency with Microsoft Office required, Wix and html experience helpful.
- Sound understanding of marketing principles.
- Be self-motivated, confident, energetic and creative.
- Excellent verbal and written communication skills.
- Ability to organize and prioritize work.
- Successful CORI check.

PHYSICAL REQUIREMENTS:

Little physical effort to perform work. Lifting up to 25-30 pounds. May on occasion lift or move up to 75 pounds. Ability to hear, walk, sit, bend, reach, grasp, occasional stoop, crawl or crouch. Must be able to access all building levels. Ability to operate and view computer screen. Use of telephone, copy and other standard office machines.

The duties listed above are intended only as an illustration of the various types of work that may be performed. The omission of specific statement of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. This position description does not constitute an employment agreement between the Center and the employee and is subject to change by the Center, as the needs of the Center and job may require.