

## **Marketing & Community Outreach Coordinator**

### **Position Overview:**

The Marketing & Community Outreach Coordinator is responsible for managing the Hilltown CDC's communications, including community outreach, marketing, and fundraising initiatives. The Coordinator will work with executive and program staff to develop outreach materials and provide communications support, with a primary focus on the agency's programs of transportation, arts and culture and low-income housing rehabilitation and development. The Coordinator will manage the organization's social media accounts and e-newsletter, and maintain consistency in the organization's messaging to diverse audiences.

The Coordinator reports to the Community Development Specialist and works closely with other senior staff.

### **Roles and Responsibilities:**

- Collaborate across departments on various communications projects to support the message of a strong and flexible nonprofit devoted to serving the community's goals and needs
- Serve as a direct liaison with local residents, including providing information about upcoming events, programs and services
- Direct community requests to appropriate staff members and ensure timely response
- Lead efforts to effectively market the Hilltown CDC programs to diverse audiences through online, print, and in-person channels
- Manage creation, distribution, and maintenance of all print and electronic materials, including:
  - Quarterly e-newsletters for an external audience of residents, partners, and supporters
  - Annual report for donors and other supporters
  - Marketing, development, and solicitation materials, as needed
  - Consistent and engaging postings and conversations on social media outlets, including Facebook, Twitter, and YouTube, as appropriate
  - Maintain and update the organizational website with event announcements, photos, news articles, newsletters, press releases, etc.
  - Press releases, as needed
  - Event announcements, invitations, programs, and signage
- Write development materials (cultivation, solicitation, and donor acknowledgment letters)
- Assist with event and workshop preparation
- Assist in development and maintenance of email database and mailing lists
- Assist with other projects as needed

### **Qualifications:**

Required:

- Bachelor's degree (B.S. or B.A.)
- Exceptional oral and written communication skills and strong attention to detail
- Ability to work independently as part of an innovative and dedicated team

- Ability to prioritize competing goals and to execute outcomes within deadlines
- Articulate, polished, and professional demeanor with strong work ethic, initiative, and confidence
- Intermediate to advanced knowledge of Microsoft Office (Word, Excel, PowerPoint) as well as online email and website platforms

**Qualifications Preferred:**

- Experience and proven success working in community outreach
- Knowledge of fundraising communications techniques including, but not limited to public relations, donor relations and stewardship, and prospect research
- Graphic design skills (especially familiar with Publisher, InDesign and Photoshop)
- Database (Access) and Dropbox experience
- Copy editing and/or professional writing experience a plus

**Application Requirements:**

Qualified candidates will demonstrate his/her capacity by providing work samples, which may include press releases, proposals, presentations, marketing plans, etc. Candidates should also provide professional references.

**Compensation and Benefits:**

Compensation: \$17 - \$21 an hour depending on experience

Hours: Part-time 20 hours a week with some flexibility to set own predictable hours

Time off: Holidays, Personal, Vacation and Sick time.

Retirement Plan (2% of salary)

**How to Apply**

To apply for this position, please submit your resume and a cover letter to Kate Bavelock, Community Development Specialist, at [kateb@hilltowncdc.org](mailto:kateb@hilltowncdc.org) Applications for this position will be accepted until filled.

**Contact:** Kate Bavelock, Community Development Specialist

**Salary:** \$17 - \$21 an hour