



Marketing and Communications Coordinator Job Description

Application Deadline: October 1, 2018

Reporting to the Director of Development, the Marketing and Communications Coordinator works closely with key staff to market Giving Children Hope's name and global impact. This position will play a key role in establishing GCHope as the preferred non-profit for disaster relief in Southern California.

We are looking for a skilled marketing professional to be responsible for GCHope's marketing and communications ventures. This primarily involves developing and implementing strategies to strengthen the organization's presence and help it find a voice that will make a difference. The ideal candidate will have a passion for our mission and for telling our story, build a marketing culture within the organization, and drive creativity and enthusiasm in others.

Major duties:

Marketing and Communications

- Implement GCHope's strategic branding plan across all external communications.
- Work closely with key staff by providing tools, materials, and presentations that equip them to tell our story.
- Keep website updated with current project information and blogs. Be proactive in the gathering of ideas and creating stories related to the mission.
- Manage Social Media content and analytics.
- Monitor website analytics and pay careful attention to create articles for search engine optimization.
- Write and send out e-newsletters and program-specific newsletters.
- Produce valuable content (text, video, etc.) for GCHope's online presence, oversee editorial design, and organize publications.
- Oversee and manage a team of interns as needed.

Public Relations

- Responsible for timely press releases and building and maintaining an accurate, comprehensive media database (tv, print, new media, etc.).
- Conduct various presentations as necessary on behalf of the organization related to raising awareness and funding.
- Create and maintain community event calendar and designate key staff to attend each event.



Development

- Work with Development Department to coordinate efforts for volunteer and donor cultivation efforts, special event planning, and campaigns.
- Participate in planning and implementing the Gala, particularly in areas relating to collateral, media, theme, and design.
- Produce ideas for promotional events or activities and organize them efficiently.
- Produce or assist in producing copy for Direct Mail pieces.

Education

- Bachelor's degree required.

Skills and experience:

- 3-5 years of related work experience.
- Excellent writing skills and proven experience in marketing.
- Website management skills. Experience in WordPress is preferred; HTML and textile coding is a plus.
- Understanding of search engine optimization (SEO).
- Interest in and familiarity with current events and media trends.
- People skills are a plus: comfortable in a variety of cultures and situations. Self-starter and able to motivate self and others.
- Database experience.
- Proficient in all office applications.
- Video editing and/or graphic design experience is a plus.
- Detail-oriented

Salary Range

- \$40,000-\$50,000 annually, depending on experience.

Please send a cover letter, 3 writing samples, and resume **NO LATER THAN October 1, 2018** to jobs@gchope.org with the subject line "Marketing/Communications Coordinator." No phone calls, please.

Giving Children Hope is a faith-based partner providing sustainable hope through wellness programs and disaster response in collaboration with local and global communities. We do this through the gathering and giving of Basic Needs, Nutritional Foods and Medical Resources.