



## **Marketing and Communications Coordinator**

### **About Giving Children Hope**

Giving Children Hope is a community-driven nonprofit that equips front line partners with resources to serve vulnerable children and families. As a faith-based partner, we provide sustainable hope through wellness programs and disaster response in collaboration with local and global communities; we do this through the gathering and giving of Medical Resources, Nutritional Foods, and Basic Needs.

### **Full Job Description**

Reporting to the Director of Development, the Marketing and Communications Coordinator produces content – written and visual — across multiple channels to raise brand awareness, engage stakeholders and tell Giving Children Hope’s story. The position’s responsibilities are split among creating content, content strategy and managing a variety of communications projects including monthly e-newsletters, direct mail, media relations, website, social media, and other duties as assigned.

The ideal candidate is always up on the latest marketing trends and strategies, able to manage multiple tasks, has strong storytelling and proofreading skills and loves to work collaboratively. You should be highly motivated and capable of crafting and executing effective campaign and promotion strategies that help execute the strategic plan and drive organizational growth.

### **Marketing and Communications**

- With guidance from the Director of Development, develop and execute a communications plan that incorporates powerful storytelling & consistent messaging that reaches a broad audience through multiple channels including but not limited to social media, email and website.
- Capture original storytelling content that reflects the mission’s voice.
- Produce, maintain, and proofread all marketing collateral including brochures, campaign materials, and presentations that inform, educate, and motivate key audiences which include businesses, press, potential funders, partners, government leaders, non-governmental organizations, and the public.



- Work with the Director of Development to design and launch direct mail and email marketing fundraising campaigns.
- Drafts press releases and builds and leverages targeted media lists and media relations.
- Manage all social media profiles and platforms, and search engine marketing and engage GHC's social media followers/communities in each of its programs to build involvement through our platforms.
- Develop and update timely and appropriate content for the website.

### **General**

- Collaborate, design, and execute fundraising tasks as directed by the Director of Development and articulated in the annual marketing plan.
- Serve as content and branding oversight for all marketing and communications efforts.
- Coordinate and direct all media inquiries to the correct spokesperson, monitor, and fact check all questions.
- Research industry trends and best practices.
- Increase operational efficiency and help set up and improve workflow processes when and where needed.
- Other duties as assigned.

### **Qualifications**

- Bachelor's degree in communications, advertising, English, or related field of study.
- Minimum of 3-5 years of relevant experience in marketing and communications preferably with a mission-driven organization or nonprofit.
- Strong storytelling, editing, and proofreading skills are essential
- Exceptional interpersonal and oral communication skills
- An eye for design, ability to create simple graphics, and experience creating marketing materials
- Comprehensive knowledge and experience managing multiple marketing channels and tracking key performance metrics
- Able to represent the organization in a professional manner
- Teamwork skills and adaptability are important within this role
- Well-developed organizational, project management, and problem-solving skills
- Must be a detail-oriented self-starter; process-driven with the ability to multitask
- Desire to learn and grow professionally in the field of non-profit



- Experience in digital tools, Microsoft Office programs, social analytics tools is highly desirable
- Video and photography editing skills are preferred

**Salary:** \$45,000 - \$50,000, depending on experience. The position is full time; organization hours are Monday-Friday, 8:00 am to 4:30 pm.

Please send a cover letter, resume, and 1-2 marketing samples to [jobs@gchope.org](mailto:jobs@gchope.org) to apply. Please reference the “Marketing and Communications Coordinator” in the subject line. No phone calls or in-person applicants, please.

**Job Type:** Full time, In-office in Buena Park