

# **Yamhill Community Action Partnership**

## **Job Description**

**POSITION TITLE:** Marketing Coordinator  
**RESPONSIBLE TO:** Development Director

### **RESPONSIBLE FOR:**

The Marketing Coordinator is a full-time, non-exempt position that works as a member of the Development Team to achieve the agency's marketing and fundraising goals. This position assists all YCAP programs with community engagement and supports the fundraising efforts of the Development Department. The Marketing Coordinator must have a flexible schedule and may be required to work some evening and weekends.

### **ESSENTIAL DUTIES:**

#### **Marketing**

- Create a positive team atmosphere providing quality service to clients, staff and volunteers through active listening, positive problem solving, and timely responses.
- Work with the Development Director to create and implement a marketing plan that aligns with the development plan to achieve organizational objectives.
- Create or coordinate the production of all print and electronic communications, such as newsletters, the website, social media posts, event collateral, direct mail appeals, press releases and annual report.
- Work with Program Directors on program specific collateral such as brochures, posters, etc.
- Collect stories from YCAP clients to be used to highlight the work of YCAP in the community.
- Take photographs and videos for programs and events while also securing appropriate releases.
- Cultivate relationships with local media and work with vendors: printers, graphic designers, etc.
- Coordinate and supervise the publication of all advertising and promotional materials.
- Assist with all YCAP special events including day of event set-up and tear-down.
- Work with all staff to maintain a strong brand identity and brand experience with donors.
- Manage customer satisfaction survey distribution and data reporting.
- Other duties as assigned.

### **KNOWLEDGE, SKILLS, & ABILITIES**

- Bachelor's degree in marketing or related field, and/or equivalent experience.
- 3+ years of successful marketing experience.
- Excellent verbal and written communications skills.
- Strong design, project management, and problem solver skills.
- Must be self-starting, results-focused, organized, detail oriented and work with minimal supervision.
- Command of all MS Office software. Experience with Squarespace and InDesign is preferred.
- Adept at online communications, including websites and social media.
- A passion for making our communities a better place through non-profit action, and the ability to work with diverse people, organizations and situations while maintaining the confidentiality of information.
- Ability to have a flexible schedule and meet auto insurance requirements, pass a background check, driver check and drug screening.

### **PHYSICAL DEMANDS**

The physical demands described represent those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee will be required to sit, stand, kneel, walk and/or bend for extended periods of time. Must frequently lift and/or move up to 20 pounds and occasionally lift up to 30 pounds.