

JOB TITLE: Marketing & Community Outreach Coordinator (Exempt)

REPORTS TO: Director of Marketing & Development

QUALIFICATIONS

- Bachelor's Degree required plus 2+ years' experience preferred in marketing and outreach, social services preferred
- Strong writing and editing skills
- Graphic/web design experience with knowledge of Wordpress, HTML/CSS and Canva
- Proficient in all Microsoft Office applications
- Experience with social media management such as Hootsuite
- Excellent interpersonal, verbal and written communication skills, including public speaking
- Experience in website content and development preferred
- Effective time management, project management and organizational skills
- Ability to successfully work independently and as support of Executive Leadership Team
- Ability to work some nights and weekends

FUNCTION AND PURPOSE OF POSITION

The Marketing & Community Outreach Coordinator is responsible for the primary print, electronic communication, and social medial of Union Mission. This would include coordination of special events. The Marketing & Community Outreach Coordinator will also be responsible for the coordination of community outreach efforts as well as the overall recruitment, training and management of volunteers serving Union Mission. The Marketing & Community Outreach Coordinator will also assist with Starfish Catering as needed.

RESPONSIBILITIES

The following list of responsibilities is not meant to be all-inclusive and may be adjusted to meet UMI's needs. In collaboration with the Executive Leadership Team, the Marketing & Community Outreach Coordinator will:

Marketing

- Develop and create content for quarterly print and/or digital newsletters to include client success stories, articles, and graphic elements (photos/ads)
- Assist in developing marketing materials, newsletters, videos, etc., to effectively and consistently communicate UMI's mission, brand and impact among various constituencies
- Oversee UMI website content development; facilitate development of UMI's social and digital media presence
- Take/edit photos and capture testimonials for use across a variety of social/digital media
- Initiate, maintain, and distribute ticketing websites for events such as Raising Hope, Savannah Bananas, etc.
- Manage online donations through Facebook
- Coordinate special events such as Monthly Lunch n' Learns and Culinary Graduation
- Communicate with community organizations including giving presentations
- Assist with developing and writing grant proposals to foundations and other grant making organizations
- Represent Union Mission at community events
- Other duties as assigned

Volunteers

- Recruits, trains and schedules large volunteer groups
- Provides daily and special event management of volunteers
- Manage Undergraduate and Graduate Marketing and Community Outreach interns
- Develops and maintains volunteer management and engagement database
- Coordinates with Case Managers and donors for annual Secret Santa gift giving program & two annual holiday meals
- Collect, maintain, and distribute all in-kind donations
- Other duties as assigned

HIPAA

This position shall have access to information in a patient's medical record only to the extent that such information is required to carry out job duties. Any information obtained will only be used by or disclosed to those who have a need to know to ensure the provision of quality patient care. Patient information is to be held strictly confidential.

LANGUAGE SKILLS

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and policy/procedure manuals. Ability to write routine reports and correspondence.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry. Elementary use of computer spreadsheet programs.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of instructions in mathematical or diagram form and deal with several abstract and concrete variables.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to stand; sit; walk; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch; talk and hear; and taste and smell. The employee must regularly lift and/or move up to 50 pounds and occasionally lift and/or move up to 100 pounds. Specific vision abilities required by this job include close, distant, and peripheral vision, color and depth perception, and ability to adjust focus.

WORK ENVIRONMENT

While performing the duties of this job, the employee is in an office environment or community setting. While performing the duties of this job the employee may be exposed to clients who may ask inappropriate personal questions, display socially unacceptable personal behaviors, use profanity and sexually explicit phrases, make insulting remarks or threats regarding appearance, age, sex, or race, exhibit defiance, dishonesty, and assaultive or self-destructive behaviors.

Union Mission, Inc. is an Equal Opportunity Employer and makes employment decisions and maintains a work environment free from discrimination based on race, color, religious creed, national origin, gender, sexual orientation, age, disability, genetic information, veteran/military status, marital status or other status protected by federal or state law, with regard to any term or condition of employment.

Union Mission, Inc. is a Drug-Free workplace.