

Current as of: August 20, 2019

Position Title	Marketing Coordinator
FLSA Status	Exempt
Administrative Workweek	Sunday - Saturday (0001-2400)
Reports To	Kate Weihe
Compensation	Base (Salaried)

The Marketing Coordinator is primarily responsible for the development, management, implementation, and maintenance of HG marketing and communications material for all markets, including brand management, website, and social media.

Position Responsibilities and Duties

Specified:

- Overall: Responsible for creation and maintenance of all external communications
 - Serve as point of contact for all external facing communications
 - Create and fulfill all regional material as requested/needed
 - Service requests from staff
 - Website, maintain website, keeping content current and on brand
 - Events: develop all material to include: invitations, signage, program, etc. working with designated designers to insure on brand create material as need for internal clients.
 - Budget: work with finance and ED to create annual budget. Manage all projects to budget. Track and report as required by finance.
 - Vendors: hire vendors as needed and interact with same from project inception to completion of projects (includes design, writing, web, printers, etc.)
 - Public Relations: work to develop relationships with media, provide key talking points for interviews
 - Social Media: develop programs, measurement data, reporting, maintain all social media
 - Prioritize projects to meet all deadlines as prioritized by ED and internal team, on budget.
 - Create and refresh collateral ongoing and as prioritized by ED (Annual Appeal, brochures, flyers, ads, postcards, etc.)
 - Brand: responsible for all brand management, education, and compliance.
 - Create marketing calendar.

Implied:

- Keep HG communications current, on brand, and compelling.
- Insure communications are of the highest standard as well as appropriate for the target audience
- Be budget conscious and responsible
- Set the standard for servicing clients
- Be the brand ambassador

The above statements are intended to describe the general nature of work performed by the employee in this job.

Key Interfaces:

- Executive Director
- Development Manager and Director
- Directors, Managers of all HG Departments.
- Vendors: design, printer, brand agency,
- Media: incoming requests and outreach

Physical Requirements:

- Geographic Information: Primary responsibility in Sun Valley, Idaho
- Travel
- Being flexible and adaptable in successfully managing the organization's growth
- Weekend work required
- Attendance at evening and overnight program events required.

Experience Requirements:

- 3-5 years relevant experience as an administrative or coordinator with responsibility for communications functions
- Demonstrated understanding of and experience in marketing and communications
- Demonstrated understanding of brand, websites, and use of social media
- Graphic design experience a plus

Contact Info:

To apply for this position, please submit the following via email: application, cover letter, resume, and three references to:

Jane Lodato

Email: Jane@highergroundusa.org

*Submissions without a cover letter will not be considered

Equal Opportunity Employment

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The above statements are intended to describe the general nature of work performed by the employee in this job.