

VACANCY: Marketing & Communications Coordinator

Full-Time, Hourly (non-exempt)

Start Date: Position is open until filled

Compensation: \$18-\$20/hr. DOE



5cities homeless coalition
resources. support. hope.

5Cities Homeless Coalition is an AA/EEO Employer.

To apply for this position, complete a 5Cities Homeless Coalition Application for Employment, and email it along with a current resumé to charlotte.alexander@5chc.org. Applications available online at 5CHC.org/employment.

5Cities Homeless Coalition is transforming lives in San Luis Obispo County. The Coalition strengthens the community by mobilizing resources, fostering hope, and advocating for those who are homeless or facing homelessness. Our efforts focus on helping the most vulnerable in our community maintain dignity while working toward a new home (or retaining their home). Our work goes beyond the immediate, to ensure clients have the plan, skill sets, education and financial means to be successful and self-sufficient. Since its inception in 2009, 5Cities Homeless Coalition has developed strength as a community leader by working closely with other community agencies and organizations, and has become the "go to" agency for housing and supportive services. We are working to build an engaged community that understands the complexities of homelessness and actively shares the responsibility of creating and implementing solutions to reduce it. 5CHC operates services throughout San Luis Obispo County, with a special focus in South County, connecting our clients to a comprehensive continuum of homelessness prevention, street outreach, employment preparation and placement assistance, individualized case management, supportive services, and housing solutions.

Position Summary

Reporting directly to the Associate Director, the Marketing & Communications Coordinator is primarily responsible for agency communications, social media and marketing, volunteer coordination and engagement, content creation and messaging. The Coordinator works with the Associate Director on the execution of fundraising events, including volunteer recruitment, and is responsible for updating and maintaining the agency's website, social media, and newsletters. Other responsibilities may be assigned to fulfill the mission and goals of the organization. The position is 40 hours per week, but hours may vary as demanded by special events and/or time of year. Evenings and weekends are required as needed by events and activities included in the position's responsibilities.

Responsibilities

Social Media and Marketing:

- Assist with the design and execution of social media campaigns
- Create weekly and monthly editorial calendars
- Create and distribute content such as newsletters, infographics, videos, and press releases on social media, traditional news outlets, general interest email lists, website, etc.
- Track social media engagement to identify high performing ideas and campaigns
- Provide content and messaging for special appeals (including year-end appeals) from input on key messages from appropriate staff, with review by Associate Director
- Support Board fundraising efforts while working with Board volunteers

Events:

- Assist the Associate Director to plan, implement and coordinate fundraising events
- Solicit corporate sponsorships through letters, phone calls, and face-to-face visits
- Ensure sponsors receive proper recognition for their contributions

Volunteer Coordination:

- Recruit and manage volunteers for events, programs, and general operating support
- Post and maintain volunteer opportunities on various recruitment websites (e.g. VolunteerSLO.org)
- Maintain database of volunteer information, qualifications, and skills
- Produce volunteer manuals with assigned duties as needed

- Arrange for volunteer training as needed
- Track volunteer hours and activities
- Compile reports regarding volunteer participation as needed

Communication:

- Lead communication efforts, including writing and sending event summaries and generating promotional materials
- Develop web content and communications including press releases, letters, emails, fliers, videos, renewal letters, and other materials, working with staff and design consultants as needed
- Assist in the design and management of online fundraising campaigns
- Assist in the promotion of fundraising events using 5CHC social media pages including Facebook, Twitter, and YouTube
- Assist in creating and refreshing content and design for all marketing materials related to 5CHC programs and services
- Create news releases and calendar listings for 5CHC events
- Create and manage communications plans, and update staff on current priorities
- Oversee all email communications, working with staff to implement high-quality, audience-specific emails
- Report monthly on communications analytics
- Review communications materials generated by other staff members

Newsletter and Annual Report:

- Write and edit articles and announcements with assistance from other staff members
- Design and lay out pieces with input from Executive Director and Associate Director
- Coordinate printing and distribution of newsletter and annual report

Qualifications

- Four-year college degree in any of the following preferred: marketing, business, English or communications; other degrees and/or experience will be considered
- Excellent professional and creative written and oral communication skills
- Excellent verbal communications skills and ability to comfortably converse with stakeholders
- Working knowledge of fundraising strategies, mass email providers, and social media
- Experience with nonprofit databases
- Strong knowledge and proficiency with Microsoft Office Suite
- Experience preferred with Adobe Creative Suite, WordPress and/or Drupal, desktop publishing and graphic design
- Ability to work well with a diverse population, including clients, donors, community partners, and co-workers
- Culturally responsive and committed to equality
- Very high attention to detail, including accuracy and efficiency
- Highly organized, self-motivated, and able to work independently
- Excellent time-management skills, including ability to balance multiple and sometimes competing priorities
- Ability to work calmly under pressure as a high-functioning team member

Other Requirements

- Successful completion of background screening
- Reliable transportation, valid driver's license and auto insurance
- Current tuberculosis test

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Work is performed mostly indoors in an office setting. The noise level in the work environment is usually low to moderate in an office setting. Sometimes work may become stressful when working under pressure. The employee may be in contact with individuals

and families in crisis who may be ill, using alcohol and drugs, and who may not be attentive to basic personal hygiene, health and safety practices. The employee must be ready to respond quickly and effectively to many types of situations, including crisis situations and potentially hostile situations.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee frequently is required to stand, sit, walk, climb stairs, stoop, talk, hear, reach above and below shoulders, and use hand and finger dexterity for keyboarding and making and receiving telephone calls. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. The employee may be subjected to outside environmental conditions. The employee may be required on occasion to lift and/or carry up to 20 lbs.

5Cities Homeless Coalition is an Affirmative Action/Equal Opportunity Employer and does not unlawfully discriminate on the basis of race, color, religion, creed, national origin, sex, marital status, age, the presence of any disability except where such is a bona fide occupational qualification, or any other protected status covered by federal and state law. This vacancy announcement does not constitute an employment agreement between the employer and employee, and is subject to change as the needs of the employer and requirements of the job change.