



Marketing Coordinator

A Precious Child, Inc. is a 501(c)(3) nonprofit organization that provides children in need with opportunities and resources to empower them to achieve their full potential. A Precious Child envisions a future where every child grows up to be a secure, self-reliant, contributing member of their community.

The Marketing Coordinator will be working alongside the Marketing team to implement the organization's marketing plan. Candidates will be responsible for both strategy and execution of marketing initiatives across a variety of platforms, and assisting and executing other marketing tasks as assigned.

The Marketing Coordinator should display an advanced working familiarity with Adobe Creative Suite, primarily InDesign, Illustrator, Photoshop and Premiere. Candidates will also be detail-oriented, a self-starter, a creative thinker, a team player, and a passionate content creator and storyteller.

Hours: Full-Time, Monday-Friday 8:30 AM-5:00 PM with some evenings and weekends

Reports To: Marketing Director

Areas of Responsibility:

- Collect data and analytical reports of A Precious Child's performance across platforms.
- Interpret qualitative and quantitative data and results to determine the efficacy of strategies.
- Collect and present regularly best practices that report on market research and comparative analysis reports of similar organizations.
- Develop proposals and presentations for the marketing strategy based on research and analysis.
- Support in the management and upkeep of content and integrity on A Precious Child's website.
- Support in the construction and upkeep of peer-to-peer fundraising platforms.
- Support in the creation and coordination of external communications such as monthly newsletters, press releases, targeted mail and email campaigns.
- Support the conceptualization of compelling stories that accurately describe A Precious Child's mission.
- Support in social media coverage and collection and creation of social media content.
- Work alongside the Operations team to collect stories on a consistent basis.
- Support with asset creation and organization.
- Maintain organization of photo, video, quotes, icons, gifs and asset library.
- Update and maintain the media contact list.
- Support and maintenance of media relations kit.
- Coordinate the ordering and pick-up for all marketing materials for the organization, including but not limited to; signage, swag items, business cards, name tags, etc.
- Coordinate the check-in and check-out process of tabling kits to be used for organizational tabling events. Help create the kits and train staff on how to use them.
- Create and track inventory for marketing swag bags for tabling events.
- Other duties as assigned.



Experience and Qualifications:

- Passion for A Precious Child's mission and vision.
- 3 years or more of experience of direct work in organizational or digital marketing.
- Bachelor's Degree in marketing, advertising, mass communications, design or journalism is preferred.
- Website experience (WordPress) is required.
- Proficiency with Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom and Premiere Pro) is required.
- Proficiency with Microsoft Office Suite (Excel, Word, PowerPoint, Outlook and Publisher) is required.
- Experience creating integrated marketing and communications plans.
- Experience creating and executing successful email campaigns.
- Working knowledge of popular social media platforms.
- Ability to evaluate the effectiveness of marketing campaigns using analytics and other methods.
- Passionate content creator and storyteller.
- Outstanding writing, editing, proofreading and verbal skills.
- Experience with blogging a plus.
- SEO and Google AdWords experience preferred but not required.
- Raiser's Edge Database experience is preferred but not required.
- A strong track record of positioning an organization to stand out in a competitive fundraising environment.
- Must be organized and able to manage priorities and deadlines effectively as well as competing demands and handle multiple duties simultaneously.
- Self-motivated person with enthusiasm, positivity, tenacity and resilience with the ability to set and achieve goals, meet deadlines, resolve problems and perform a task with little supervision or direction.
- Possesses excellent relationship management and interpersonal skills; the ability to work effectively with media, donors, corporate leaders, volunteers, clients and staff; displays mature judgment and superior diplomatic skills.
- Ability to work a flexible work schedule, including occasional weekends and holidays.
- Occasional physical work is required. Must be able to lift 30 lbs. and work in a standing position for periods of time.

Compensation: Pay: \$45,000-\$53,000/year including a competitive benefits package.

To Apply: Please send your portfolio, cover letter, resume and salary requirements to Jobs@apreciouschild.org. For more information about A Precious Child visit APreciousChild.org

Equal Employment Opportunity: A Precious Child is committed to a policy of equal employment opportunity. The organization will not discriminate against employees or applicants for



employment of any legally recognized basis including, but not limited to, veteran status, race, color, religion, sex, national origin, physical or mental disability, age, political affiliation or belief, or any other protected group status as defined by law. A Precious Child will also not discriminate against employees or applicants based on sexual orientation.