



Marketing & Communications Coordinator

One full time position (40 hours per week)

Action for Children is looking for a creative, enthusiastic individual to join the Organizational Advancement Team as the Marketing and Communications Coordinator. In this role you will support Action for Children's work through designing and implementing marketing and communications strategies for the organization. You will work closely with the Director of Organizational Advancement to carry out the marketing plan for the agency and work on the strategic goal of furthering Action for Children's brand awareness in the community. You will partner with all programs to increase the number of clients served by Action for Children. This is a full-time position starting on July 1, 2019.

Major responsibilities include:

- Marketing plan: Work with the Marketing Consultants and the Director of Organizational Advancement to execute the agency marketing plan to increase the number of clients served. Manage tasks as assigned, including but not limited to: implementing agency marketing plan to achieve goals; creating and maintaining agency communication calendar; ensuring all agency content is in-line with plan and branding strategy.
- Implement an integrated, proactive, strategic communications plan to advance AFC's brand identity, to broaden awareness of our programs, and to increase the visibility of our initiatives across key stakeholder audiences, which includes supporters and clients – parents, providers and families.
- Marketing content: Work collaboratively to create, edit, and distribute content for agency communications – including social media, press releases, newsletters, brochures, letters of support, the website content and other items as assigned. Ensure that copy is accurate and timely, and maintain electronic files for staff to access.
- Program content: Meet with program staff members to ensure that program brochures and flyers are up to date and adhere to marketing plan.
- Work closely with graphic designer contractor on content as needed.
- Manage all social media accounts (Facebook/Twitter/Instagram) including monitoring, posting, increasing engagement, developing and executing “follower-building” campaigns.
- Measurement: Manage google analytics; open and click rates, media hits, etc. assess effectiveness of messaging and distribution channel.
- Fundraising and development support: Including supporting the OA Director on fundraising and development events. Writing copy for event invites (paper and Eventbrite), appeal letters, campaign materials, donor thank you letters. Eventually create the case for support, research and write grant narratives and reports.

Qualifications include:

- Bachelor's degree (in marketing, communications or related field preferred)
- 3-5 years professional experience in public relations, marketing and/ or communications
- Experience designing and executing marketing and communications plans; experience managing social media campaigns
- Ability to work with multiple teams and programs to ensure a succinct message for the agency
- Outstanding writing, communications, editing and proofreading skills
- Able to manage multiple deadlines and manage last minute requests
- Qualified candidates will be self-motivated, creative, flexible, committed to customer service and a team player

HOW TO APPLY

Interested individuals should send a resume and cover letter outlining how they meet the specific requirements of the position to Human Resources, Action for Children, 78 Jefferson Ave., Columbus, OH 43215 or jobs@actionforchildren.org. No phone calls please.

Action for Children is an equal opportunity employer.

While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.

Please note, the selected candidate will be required to submit to our background and reference checking process.