



CHARLOTTE AREA FUND EMPLOYEE JOB DESCRIPTION

Marketing and Communications Coordinator

Reports To: President/CEO

FLSA Status: NonExempt

Employment Type: Permanent

Work Hours: 40 Hours per Week

SUMMARY: The Marketing and Communications Coordinator will develop and execute engaging marketing campaigns to effectively share the stories of The Charlotte Area Fund with the community. This role is responsible for the successful implementation of marketing and communication strategies that promote the organization's mission, through various campaigns, events, and public relations initiatives.

DUTIES AND RESPONSIBILITIES:

- Develops, designs, and coordinates effective internal and external communications and marketing strategies including website management, social media, newsletters, annual reports, and all necessary print and visual collateral for community engagement.
- Develop, design, and distribute the CAF Monthly Newsletter;
- Works with COO and CAF team, and/or partners to develop and write blogs, articles, and website content that promote CAF initiatives, activities, and successes.
- Creates infographics and other graphic design pieces for website, social media, and print.
- Gather testimonials from clients, employees, partners, etc., through face-to-face interviews, phone, and videoconferences, and then share the stories on appropriate social media platforms.
- Communications & Public Relations o Coordinate day-to-day execution of marketing, communications, and public relations efforts.
- Work with the Executive Director and the Development Team to deliver communications strategy, ensuring alignment with organization's mission and goals.
- Actively engage donors through various communications and messaging, continuously identifying new opportunities for engagement.
- Lead and manage strategic partner events and public media communications

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

REQUIRED EXPERIENCE AND EDUCATION :

- Bachelor's degree required in marketing, communications, and/or non-profit management combined with non-profit experience.
- One to two years of experience and knowledge in marketing, copywriting, editing and/or public relations and the best practices and procedures within non-profit industry preferred.
- Experience with Microsoft Office Suite, video editing, and Canva preferred.
- Demonstrated experience with multiple Social Media channels and platforms, and CRM software including data analytics and reporting.
- Language Skills – Ability to read, analyze, and interpret common financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to effectively present information to management, public groups, and/or board of directors. Ability to interact clearly and effectively, in both written and oral communication, with supervisor, clients, staff, vendors, etc.
- Computer Skills - To perform this job successfully, an individual should be proficient in personal computer skills including electronic mail, record keeping, routine database activity, word processing, spreadsheet, graphics, etc. This role requires an average knowledge of Microsoft Office.
- Other Qualifications - Valid driver's license, proof of insurance, and reliable transportation are required.

COMPETENCIES:

- **Communication:** Displays a very quick grasp of the significance of information communicated and nearly always initiates or responds to communications in an appropriate, timely and comprehensive manner. Displays skill in reducing complex information to simple forms and helping others to understand that information. Effectively communicates ideas and thoughts while interacting with colleagues, supervisors, partners and clients.
- **Compassion:** One of the most genuinely caring people in our organization. Extremely compassionate and is thought of as a sensitive and caring person. Extremely empathetic person. Has a great ability to step into someone else's shoes without being judgmental. Never hesitates to go the extra mile to help someone who has a problem. Balances compassion with effective solutions to business needs. Is genuinely happy for others' good times. Identifies with the Goals of CAF and our mission to elevate those disproportionately affected.
- **Interpersonal Skills:** Has a wide network of good working relationships with peers, subordinates, supervisors, customers, clients, and suppliers. Ability to work with a diversified population; builds appropriate rapport, and constructive and effective relationships; uses diplomacy and tact. Can diffuse high-tension situations comfortably. Makes a consistent effort to encourage trust and cooperation.
- **Time Management:** Master of time management. Uses objectives to carefully plan, allocate and communicate what needs to be done. Carefully monitors the results of each and every project. Successfully focuses self and others on achieving specific goals by setting concrete and consistent objectives up front. Completely on top of what is going on and knows where things stand. Uses time effectively and efficiently. Ability to effectively prioritize and adapt to changes without affecting the quality of work.

PHYSICAL DEMANDS:

While performing the duties of this job, the individual must be able to remain in a stationary position for at least 80 percent of the time while operating their computer and performing office work. The individual needs to be able to move about inside the office, the community, and other necessary areas. The individual needs to be able to travel from one location to another and transport items/equipment and others. They constantly operate a computer and other office productivity machinery, such as a calculator, copy machine, fax machine, and computer printer. They must be able to exchange accurate information with customers and others in the office while interacting. The employee must regularly manipulate or move up to 25 pounds, occasionally manipulate or move up to 50 pounds. The individual must be capable of reviewing their work for errors and adjust as necessary.

WORK ENVIRONMENT:

While performing the duties of this Job, the individual is occasionally exposed to moving mechanical parts. The noise level in the work environment is usually low to moderate. The individual frequently works in a controlled climate.

ACTION REQUIRED:

Email your resume to the attention of **Qiana Figueroa** at qianaf@charlotteareafund.org with the subject field: **Marketing and Coordinator Application**.