

POSITION POSTING: COMMUNICATIONS AND MARKETING COORDINATOR

Position Date: February 25, 2020

Position Title: Communications & Marketing Coordinator

Classification: Exempt, Full-time

Reports to: Executive Director

Primary Worksite: Administrative Office Newburgh, Orange County

Anticipated Start Date: ASAP

Fearless! (formerly known as Safe Homes of Orange County) is a not-for-profit 501(c) (3), which has grown from a grassroots, small group of committed individuals in 1986 to an organization, leader, and resource in the field of intimate partner violence and human trafficking advocacy and services provision. Our many programs include a Family Justice Center, emergency shelter, legal program, anti-trafficking program, individual and group support, advocacy, therapeutic counseling, Risk Reduction Response Programs, systems-based advocacy and collaboration, community education and outreach, throughout Orange and Sullivan Counties.

Role Summary:

The Communications & Marketing Coordinator will be responsible for the implementation of the organization's communications and marketing activities, including the creation of all marketing materials; the management of press relations, email marketing, monthly newsletters, website, and social media; and assist with the development of an annual communications plan.

Duties and Responsibilities (shall include but not be limited to):

Essential Areas of Work

Communication

- Create and sustain an overall communications strategy.
- Cultivate and manage relationships with the public, especially the media, keeping the Fearless! brand and vision visible throughout the communities in which Fearless! serves.
- Collaborate with Leadership and Administrative Staff to create materials that support all organizational outreach efforts for donors, volunteers, survivors and victims, and other target groups as identified.
- Collaborate with Leadership and Administrative Staff to create and implement marketing strategy for Fearless! Hudson Valley, Inc.
- Maintain strong understanding of all Fearless! programs and activities, and be able to communicate about each effectively.
- Deepen and refine all aspects of communication—from web presence to external relations—with the goal of creating a stronger brand.
- Participate in meetings, conferences, workshops and trainings on behalf of Fearless! for the purpose of continued growth, learning and leading best practices.
- Ensure all materials and messaging—digital or otherwise—adhere to Fearless! Brand manual guidelines and compliance with funder requirements.
- Oversee content, design, and timely delivery of monthly e-newsletter. Coordinate contributing authors.
- Manage calendar of regular e-blast communications. Draft, design and deliver these email appeals and announcements in accordance with schedule. Collaborate with other departments for content as needed.

Design

- Graphic designer of all marketing and promotional materials, including flyers, invites, appeals, annual report, postcards, brochures, t-shirts, posters, signs, ads, slideshows & presentation materials, etc.
- Work in collaboration with other departments to create effective and appealing materials to meet organizational outreach needs.
- Coordinate printing and production of materials.
- Ensure regular photography of volunteers, events, and activities.

Press

- Execute an effective media relations plan for Fearless!. Write and circulate press releases and media alerts, track exposure and maintain results-driven relationships with media.
- Develop and manage up-to-date press list.
- Organize press conferences.
- Prepare press packets, coordinate interview opportunities, and liaise with press during events and program activities.
- Submit agency events for publication to local community calendars and email lists.

Web & Social Media

- Manage website, ensuring smooth operation and regularly updated information.
- Timely and accurate posting of events to website event calendar and Social Media event pages.
- Craft or coordinate blog posts and web content.
- Manage and grow social media presence, track engagement—Facebook, Twitter, YouTube, LinkedIn, and Instagram.

Program-Related

- Attend and actively participate in regular supervision with Executive Director.
- Attend and actively participate in program-specific and agency-wide staff/team meetings.
- Attend and actively participate in webinars, in-service trainings, and external trainings, as appropriate.
- Attend and actively participate in awareness month activities and agency events for clients.
- Actively participate in maintaining a clean, welcoming environment throughout the agency.

Administrative

- Maintain the confidentiality of clients, staff, volunteers, and agency information. Exceptions include information pertaining to child abuse, danger to self or others, or in response to an authorized release of information.
- Adhere to agency policies and protocols related to the security of electronic client service records.
- Maintain the highest levels of accuracy in recordkeeping and reporting, ensuring that all client records and documentation of outreach, training, and other work tasks are complete and up-to-date and submitted to supervisor as directed.
- Ensure timely response and follow up to email communication and voicemail messages.

Organizational Relationships

- Contribute toward fostering inclusive and supportive work environments throughout the agency.
- Work closely and collaboratively with Executive Director, other supervisory staff, as appropriate, and team members to understand and accomplish position responsibilities.
- Work closely and collaboratively with agency staff within the Family Justice Center, residential settings, and collocated office spaces.
- Work closely and collaboratively with community partner organizations while supporting the needs of clients.

Other

- Other duties as assigned by immediate and/or other supervisors.
- Staff members are encouraged to be flexible and responsive to changes in scope of duties.

Work hours: 40 hours per week; Monday through Friday with flexibility around evenings, weekends and holidays; primarily business hours with some evening shifts required.

Requirements:

- A bachelor's degree required (preferably in Communications, Marketing, or related field).
- Skilled in desktop publishing, particularly Adobe Creative Suite and MS Publisher.
- Skilled in graphic design. Able to create appealing and effective materials incorporating feedback of collaborators.
- Experience working with brand guidelines to build cohesive messaging and branding.
- Results and detail oriented with ability to multi-task and juggle multiple priorities and projects.
- Ability to deliver quality product on tight deadlines.
- Excellent presentation skills and ability to express ideas verbally and in writing.
- Excellent writing skills and strong proofreading and editing skills.
- Experience with web-based email marketing platforms.
- Professional social media experience.
- Competency in Microsoft Word, Excel, PowerPoint and ability to learn new programs.
- Website management skills.
- Strong organizational, planning, and record-keeping skills.
- Skilled in photography and videography.
- Is able to multi-task and meet deadlines.
- Self-driven and able to work effectively with minimal supervision.
- Demonstrates organizational and follow through skills.
- Exhibits excellent time management and attention to detail.
- Makes sound decisions and demonstrates good judgment.
- Provides and receives feedback constructively.
- Available and willing to work non-traditional hours, including evenings and weekends when needed.
- Commitment to working from an anti-oppression, harm-reduction, and trauma-responsive approach; and to social change through active participation in working towards ending gender-based violence, racism, classism, sexism, ageism, homophobia, ableism, and all forms of oppression.
- Ability to model and uphold appropriate boundaries in work with clients, colleagues, supervisors, and community.
- Ability to lift up to 50 pounds, navigate stairs, and periods of sitting, standing and movement required.
- Travel extensively between the agency's office sites and throughout the service region.
- A valid, insurable driver's license and reliable transportation.

Desired: Bilingual/bicultural candidates strongly encouraged to apply.

Conditions of Employment: All jobs contingent upon successful completion of certain background checks which, unless prohibited by applicable law, may include criminal history, employment verification, education verification, DMV checks (for driving positions), State Central Registry, State Exclusion List, and fingerprinting.

NO PHONE CALLS PLEASE.

Applicants may email, mail, or fax resume **with** cover letter, describing your interest in this position.

Subject line must read: Communications & Marketing Coordinator

Attention: Kellyann Kostyal-Larrier

Email: admin@fearlesshv.org

Fax: 845-562-2216

Fearless! Hudson Valley, Inc. is an equal opportunity employer committed to a diverse, culturally inclusive work environment and prohibits discrimination due to race, color, age, religion, sex, sexual orientation, gender and identity, disability, and national origin in employment and delivery of services. All are encouraged to apply.

This description reflects the principal functions of the job for the purpose of job evaluation. It should not be construed as a detailed description of all work requirements of the job nor shall be construed as giving exclusive responsibility for every function described.