



POSITION ANNOUNCEMENT

Marketing and Communications Coordinator

Family Service of the Piedmont is a not for profit agency whose mission is to promote healthy lives and relationships for children, families and individuals, through early intervention, treatment and support in times of crisis or transition.

The agency is seeking a Marketing and Communications Coordinator to coordinate the functions of marketing and communication activities for the Agency.

Responsibilities:

1. Assist in the development and implementation of the Marketing and Communications Strategy for the agency to include brand management, external and internal communications, event marketing and media relations.
2. Primary storyteller; writes and distributes stories, talking points, and press releases, and pitches story ideas to the media.
3. Coordinates and tracks media requests and cultivates strong relationships with the media.
4. Manages all social media accounts, and develops and manages digital marketing campaigns including paid search and advertising.
5. Coordinates photo and video shoots, coordinating content calendars and working with vendors.
6. Creates, develops and manages content for website, working with WordPress content management system, tracks and reports site metrics and improves search engine optimization.
7. Creates, maintains and distributes marketing collateral, annual Impact Report, brochures, displays, email broadcasts, quarterly newsletter, and monthly e-newsletter.
8. Establishes, tracks and reports metrics for website, social media engagement and email marketing engagement and conversions.
9. Serves in a collaborative and cross-functional role, supporting all organizational departments from cultivating volunteer relationships, donor appreciation and other agency and fundraising activities.
10. Supports the overall marketing and communications for other projects as needed.

Qualifications:

1. The ability to respond appropriately to the cultural differences present among the organization's service population and staff is required.
2. The ability to respond in a timely and effective manner to the needs of staff, volunteers and other constituents.
3. Ability to work in partnership with other team members.
4. Excellent written and interpersonal communication skills
5. Thorough knowledge of content marketing, marketing strategy and communication vehicles
6. Strong computer skills, graphiMarc design and layout skills and use of other media in reports, presentations and related collateral material
7. Proficient in Adobe Creative Suite (Illustrator, InDesign, Acrobat DC)
8. Proficient in Microsoft Office Suite (Word, Excel, and PowerPoint)
9. Attention to detail and flexibility
10. Resourceful and self-directed with strong critical thinking and problem-solving skills
11. At least 5 years' experience in marketing and communications
12. Bachelor's degree in marketing, communications or other related field

Send resume and letter to:
Human Resources
Family Service of the Piedmont
902 Bonner Drive
Jamestown, NC 27282

FAMILY SERVICE OF THE PIEDMONT IS AN EQUAL OPPORTUNITY EMPLOYER