

Marketing/Communications Coordinator Job Description

Can Do Canines is dedicated to enhancing the quality of life for people with disabilities by creating mutually beneficial partnerships with specially trained dogs. The dogs are provided to the client at no charge. The organization is supported primarily by donations from individuals, corporations, service clubs, and foundations. We receive no government funding.

Job Description

Job Title: Marketing/Communications Coordinator

Reports to: Executive Director

Job Summary: Provide marketing and communications to help meet the mission of the organization.

Salary Range & Benefits: Exempt, Salaried

Eligible for Health and Dental Insurance, 403(b), Paid Time Off (PTO)

Hours Required: Minimum 40 Hours per week, including weekend and evening hours.

Relationships

Number of People Supervised: None

Person Making Work Assignments: Executive Director

Frequent Interactions With: Development Director, Technology Manager, Volunteer Coordinator, Event Coordinator and Development Associate.

Major Duties and Responsibilities

1. Responsible for the marketing and communications of all organizational events:
 - a) Graduation Ceremonies
 - b) Tails of Independence Events
 - c) Tails to Tell Tours
 - d) Special Guest & Lions Tours
 - e) Woofaroo Walk
 - f) Gala
 - g) Special Events
 - h) Internal Events
2. Responsible for producing all public communications to donors, volunteers, clients, media.*
3. Lay-out, edit, and produce organizational quarterly newsletter and monthly e-News.*
4. Maintain and regularly update Wordpress website and other social networking initiatives.*
5. Evaluate current marketing plan – assist in project to maximize positive exposure and results.*
6. With Development team, identify marketing opportunities to attract and maintain new sponsors.*
7. Conceptualize publicity initiatives, write press releases and coordinate media relations. *
8. Enact and ensure the consistency of Can Do Canines brand across all print and online mediums.*
9. Other duties as assigned.

*Denotes essential functions of this position.

Required Qualifications

Experience

Knowledge of and experience in marketing and communications for a nonprofit organization, developing relationships with media figures, experience using Adobe Creative Cloud and online marketing software for production of organization-related documents, and extensive oral and written communications experience. A solid understanding of Social Media is required. These qualifications are typically obtained by three or more years of related work experience. This position requires public speaking, use of a telephone and computer to perform work, and working with strict deadlines. The ideal candidate will be creative, outgoing, and an articulate self-starter. A valid driver's license and insurability are required.

Knowledge and experience in working with people with disabilities are preferred.

Education

Associates Degree in related field and three or more years of related experience, or Bachelor's degree and two or more years of related experience or five or more years of related experience, or reasonable variation of the above.

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<u>Expected Working Conditions** for This Position</u>	<u>Frequency</u>
1. Exposure to dog and cat dander.....	Daily
2. Exposure to dog and cat feces.....	Never
3. Work directly with dogs.....	Rarely
4. Exposure to cleaning chemicals.....	Rarely
5. Use cleaning tools: mops, brooms, floor "Zamboni", floor buffer, vacuum cleaner, etc.....	Never
6. Work outdoors.....	Rarely
7. Work in public environment, sometimes in retail.....	Frequently
8. Work in prison environment.....	Never
9. Work in office environment.....	Daily
10. Perform work using a computer.....	Daily
11. Heavy lifting, up to 30 pounds.....	Occasionally
12. Heavy lifting, 30 pounds or more.....	Rarely
13. Stoop, crawl, kneel, rise from a prone or kneeling position.....	Rarely
14. Sit for long periods of time.....	Daily
15. Stand for long periods of time.....	Regularly
16. Work in small or cramped spaces.....	Rarely
17. Perform work using a telephone.....	Daily
18. Work with clients.....	Occasionally
19. Work with parties external to the organization.....	Daily
20. Work with volunteers.....	Frequently
21. Drive organizational vehicles.....	Occasionally
22. Handle checks, cash, credit card transactions.....	Regularly
23. Public Speaking.....	Frequently

Working Conditions Guidelines:

Daily = Daily

Frequently = Weekly

Regularly = Monthly

Occasionally = Quarterly to Bi-Annually

Rarely = Annually

Never = Never

****Title I of the Americans with Disabilities Act of 1990 (the "ADA") requires an employer to provide reasonable accommodation to qualified individuals with disabilities who are employees or applicants for employment, unless to do so would cause undue hardship. "In general, an accommodation is any change in the work environment or in the way things are customarily done that enables an individual with a disability to enjoy equal employment opportunities."**