

JEWISH FAMILY SERVICES JOB DESCRIPTION

JOB TITLE: Marketing Coordinator and Graphic Designer
JOB STATUS: Part-time or contractual (status negotiable)
20-30 hours/week
DEPARTMENT: Development and Marketing
REPORTS TO: Development Director
LOCATION: JFS Building (Temporarily Remote)

PURPOSE/SCOPE OF RESPONSIBILITY

This position is primarily responsible for the development and implementation of marketing strategies for fundraising activities and business development that promote consistent and compelling messaging, including design work (logos, invitations, brochures, ads, and other materials for multiple brand identities within the agency). Position is also responsible for web design and content management.

ESSENTIAL DUTIES, RESPONSIBILITIES, & COMPETENCIES

1. Lead the creation of and manage the agency's marketing strategy.
2. Design email and print fundraising/marketing campaigns.
3. Create flyers, invitations, social media graphics, advertisements, and other materials for fundraising activities and program service areas.
4. Manage social media platforms, including analytics.
5. Maintain agency website, lead website refresh, and manage online presence.
6. Craft and coordinate bi-weekly Constant Contact e-newsletter.
7. Write articles and design advertisements for community newspapers.
8. Ensure all external communication pieces contain a consistent brand image.
9. Prepare media materials for distribution. (i.e. copying, filing, mailing, e-mailing)

10. Assemble media and donor kits for events and meetings.

11. Create and maintain a digital photo library.

OTHER DUTIES, RESPONSIBILITIES, & COMPETENCIES

1. Meets client's needs by participating in the planning of necessary services. Participates in agency initiatives and community outreach.
2. Shares professional knowledge with staff by seeking out professional development opportunities and sharing new learning with staff.
3. Demonstrates ability to be a collaborative, flexible, clear-thinking, strategic partner who puts the needs of the agency first and helps colleagues to be more effective in their respective roles.
4. Supports agency operations by appropriately representing the agency in all forums and by demonstrating commitment to agency philosophy, mission, goals, policies and procedures.
5. Contributes to effective use of agency resources by identifying and implementing options for cost containment.
6. Uses time effectively by appropriately planning, organizing and scheduling required work hours to meet agency needs.
7. Demonstrates effective judgment by making appropriate decisions, as well as conducting and maintaining professional manners and appearance at all times.
8. Maintains safe and clean working environment by complying with health and safety guidelines.

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 will be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree in a related field
- Minimum experience of 3 years in Graphic Design and Marketing

- Proficiency in Microsoft Suite, Content Management Systems, and multiple design software programs including Adobe Illustrator and Photoshop.
- Ability to organize and prioritize work and to work independently with little supervision.
- Ability to work with large teams effectively.
- Ability to manage multiple short and long-term projects concurrently.
- Knowledge of best practices in message development, media relations, graphic design, video, websites, social media, print publications, event planning, and use of market research.

REQUIRED LANGUAGE SKILLS

Ability to express oneself in an articulate and effective manner both verbally and in written communication.

REQUIRED REASONING ABILITY

Ability to deal with abstract as well as concrete concepts, problematic people and situations.

Ability to define problems, collect data, establish facts and draw valid conclusions.

The salary range, duties and responsibilities of this position meets the requirements of Section 13 (a) (1) of the Fair Labor Standards Act and therefore qualifies as an "exempt" position.