
SUBJECT:	JOB DESCRIPTION
JOB/POSITION TITLE:	Marketing Coordinator <i>Exempt / Full-time</i>
SUPERVISOR'S TITLE:	Buffalo County Community Partner Executive Director
POSITIONS SUPERVISED:	None

Summary

Working under the direction of the Buffalo County Community Partner Executive Director the Marketing Coordinator will plan, coordinate, and implement a marketing plan that will ensure alignment to the mission and vision of the organization. Build brand recognition for copyrighted Building A Healthier Buffalo County logo and slogan.

Major Expectations

1. Performs work with a positive attitude that reflects sensitivity and commitment to serving the needs of a diverse organization. Performs all other duties as assigned.
2. Supports the work of Buffalo County Community Partners by embracing collaboration and partnership building reaching out to volunteers as a customer centered team member working toward Buffalo County 2020 Vision.
3. Work with the Executive Director to plan, develop and implement branding guidelines.
4. Work with the Executive Director to plan, develop and implement an annual calendar for external communication, including but not limited to; print media, radio, television, billboards, social marketing, Facebook, Twitter, web sites, and public service announcements.
5. Develop annual fund campaign materials.
6. Act as information technology supervisor assisting staff in troubleshooting computer or other media issues, planning for new technology and record keeping of equipment and software.
7. Support the work of coalitions by joining assigned monthly meetings, planning media strategies, and engaging volunteers.
8. Serve as a part of a customer service team to the volunteers and donors by answering phones, taking messages, greeting customers, and making referrals.

Qualifications

1. Willingness to maintain the standards, carry out the purpose, and adhere to the policies of Buffalo County Community Partners, including federal, state and local grant policies and HIPPA requirements.

2. A degree in communications or promotion, marketing, graphic design or equivalent experience.
3. At least one year experience in one or more areas of video production, web design, graphic design, copy writing, social media development.
4. Ability to prioritize work, and meet deadlines as required.
5. Experience with or ability to work with WordPress, Indesign, Photoshop or other graphic design and web development software.
6. Willingness to learn selected strategies and prevention curriculum, including built environment policy change and trauma informed care.
7. Experience or willingness to learn grant writing.
8. Experience facilitating meetings or willingness to learn.
9. Ability to travel locally, in-state and out-of-state. Vehicle and valid driver's license for work related travel. Carry at least \$300,000 in automobile liability coverage.

This work necessarily involves sitting for extended periods of time, looking at computer monitor and typing on keyboard.

This work may also involve lifting and carrying boxes and other loads of up to approximately 25 pounds.

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of this position. It is not intended to limit or in any way modify the right of any supervisor to assign, direct and control the work of employees under supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.