

ANNE GRADY CORPORATION

JOB CLASSIFICATION: Development
DEPARTMENT: Development
TITLE OF POSITION: Marketing and Communications Coordinator
IMMEDIATE SUPERVISOR: Director of Mission Advancement
NORMAL WORKING HOURS AND SCHEDULE: Full Time Flexible Including Weekends and Evenings as needed

JOB DESCRIPTION AND WORKER CHARACTERISTICS

KNOWLEDGE, SKILLS, AND ABILITIES: 1) Bachelor's Degree preferred; 2) One to Three (1-3) years of combined experience in marketing & communications, social media management, graphic design, communication strategy & execution, public relations & branding; 3) Superior persuasive written and verbal communication abilities, to influence and inspire others, about the organization's mission, goals and activities; 4) Excellent organizational, time management and interpersonal skills required; 5) Proficiency with Microsoft Office, social media platforms, design platforms (Adobe & Canva); 6) Able to work on a variety of projects, cross functionally 7) Must be detail oriented and possess effective and result oriented project management skills 8) Ability to sit, stand, walk for extended periods and lift up to 50lbs as needed.

POSITION RESPONSIBILITIES

- 1. Assists with marketing and communications strategies to fulfill branding needs and engagement through marketing deliverables, social media campaigns, and internal communications.
2. Support social media initiatives, with partnership and guidance from Director- monitoring platforms, collection & oversight of content & photos, execution of posts to represent the Anne Grady Services brand.
3. Timely develops content for internal staff net and televisions to provide information related to applicable initiatives, individual and employee activities.
4. Partnership with internal resources to gather content, relevant releases, etc. and work with development team for branding& posting timelines to match development and organizational initiatives.
5. Responsible to facilitate brand cohesion by designing and executing any branding deliverables.
6. Support online engagement efforts (social media platforms, website, etc.) through data tracking to monitor and enhance public awareness and engagement of Anne Grady Services.
7. Communicates effectively and professionally with the respective team members of all internal departments to promote a collaborative approach to communication and marketing efforts.
8. Establish relationships with media and other public relation outlets to execute press releases and promotions, supporting efforts to enhance community presence.
9. Assists Leadership team as required in the navigation and execution of the crisis communication plan.
10. Ensures that individuals are free from abuse and neglect to the extent possible and reports to a supervisor immediately knowledge of any situation that may infringe or may have infringed on an individual's right to be free from abuse and neglect.
11. Exemplifies Corporation philosophy and follows all policies and procedures.
12. Performs related responsibilities, activities, and duties as required.

Signature of Employee Date