



POSITION TITLE: MARKETING COORDINATOR
DEPARTMENT: DEVELOPMENT
SUPERVISED BY: DIRECTOR OF DEVELOPMENT

About the Position

Full-time position in the Development Department of a fast-paced, stable nonprofit organization focusing on youth development and education. The ideal candidate will coordinate initiatives led by the development department while bringing new creative ideas to our organization.

The Marketing Coordinator will assist in creating a comprehensive organizational marketing strategy, conceptualize and produce all marketing materials from design to content, assist with special events vision and content production, and manage the Agape social media channels and website to elevate the brand and engagement of Agape with multiple demographics. The coordinator will also support and facilitate marketing campaigns in support of Agape's Fundraising and Community Outreach Events. This position will report to the Director of Development and is required to operate consistently within the organization's mission and guidelines as outlined by the Agape Youth & Family Center's Policy Manual.

Duties and Responsibilities:

Marketing & Public Relations:

- Lead efforts to elevate Agape "brand" and develop plan for integrating the look, feel, & culture of that brand into all aspects of the Center
- With assistance from Development Director, conceptualize and produce all marketing collateral including presentation folders, newsletters, direct mail, brochures, case statements, annual reports, e-communications, etc.
- Monitor and lead the strategy for Agape's website administration, coordination, and maintenance. Ensure that new and consistent information is received from departments and posted regularly
- Bolster social media presence and engagement
- Integrate communications calendar into operations of Agape so all employees & volunteers are engaged during key push periods
- Oversee brand consistency across all departments, internally and externally
- Proactively follow changes in youth serving industry and update marketing messages accordingly
- Assist in building partnerships with national funders and local news & media outlets so that Agape is no longer the "best kept secret" in Atlanta
- Work as the Agape "reporter", gathering stories, highlights and employee celebrations from staff and program participants and sharing those regularly through all appropriate channels

Development:

- Work collaboratively with the Development Department to build and launch Annual Fund Campaign, tailoring messaging to match donor profiles.

- Work collaboratively with the Grants Manager to ensure all written proposals/reports align with marketing messages
- Support the direct mail program, including processes, content, and materials to build and maintain a successful annual giving program
- Analyze donor data to determine if standing marketing strategies are accomplishing fundraising and engagement goals
- Assist with creation and implementation of Donor Stewardship Plan

Qualifications and Requirements:

- Bachelor's degree or equivalent experience
- Excellent writing & communication skills with 2 years of marketing/development experience
- Strategic thinker with experience growing social media platforms
- Highly organized with superb attention to detail
- Ability to multi-task in a fast-paced, deadline-driven environment
- Excellent interpersonal and communication skills
- Skilled with Adobe Premier, Canva; Photoshop; Microsoft Suite; Raiser's Edge database; Wordpress
- Personal passion for and connection to the mission of Agape

I have received, reviewed and fully understand the job description for the above position. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.

Employee Name _____ Date _____

Employee Signature _____