

Inspiring all Girls to be Strong, Smart and BoldSM



Girls Incorporated® of Orange County

Mission: Inspiring all girls to be Strong, Smart and BoldSM

Vision: Empowered Girls and an Equitable SocietySM

Girls Inc. of Orange County is a private, non-profit agency serving girls ages 5 to 18 years. We are an affiliate of the Girls Inc. national organization, the nation's leading voice for girls. Our programs for girls give equal concern for careers and life planning, health education, leadership and community action, self-reliance and life skills, culture and heritage, academic achievement, participation in sports, and excellence in math, science, and technology. Our programs have proven to be effective in inspiring girls to become Strong, Smart, and Bold.

POSITION INFORMATION

Position Title: Marketing Coordinator

Supervisor:

Development Manager

Full or Part-time:

Full-time (Non-Exempt)

Positions Available:

One

Regular or Temporary:

Regular

Purpose of Position:

The Marketing Coordinator will report to the Development Manager and work closely with the development team as well as with staff members across the organization to ensure electronic communications are regularly updated with cohesive and donor centric communications.

Their primary role is to create and maintain consistent branding across the agency through social media, e-communications, and events, which will include:

- the website (including regularly scheduled blog posts)
- all social media platforms
- monthly donor focused e-newsletters (via Constant Contact)
- digital design for event collateral
- grant reporting support

The Marketing Coordinator is not required to solely create content for all the above, however is expected to work closely with the development and program staff to gather content, assist in writing and editing, draft the layout, and obtain final approval for all e-communication pieces, adhering to calendar deadlines.

Must be detail-oriented, deadline driven, an excellent writer and editor, have a high degree of initiative and problem-solving ability, enjoy working with others, and able to be creative by contributing new ideas to help increase organization's online presence.



PRIMARY RESPONSIBILITIES

Essential Duties and Responsibilities: include the following. Other duties may be assigned.

Marketing: (70%)

- Responsible for keeping the website content updated through program and development staff, troubleshooting potential website problems, and ensuring website is consistent with branding.
- Work closely with contract web developer when issues arise.
- Create and maintain an e-communications calendar.
- Create and gather content to schedule and regularly update social media across several platforms, engaging with constituents and working to grow our online footprint.
- Responsible for monthly e-newsletter calendar, working with the Development Manager to help gather stories, draft content, finalize layout in Constant Contact, obtain final approvals, and ensure newsletters are regularly scheduled.
- Responsible for event collateral for major fundraising events and stewardship events.
- Coordinates the monthly meetings with contract PR firm (KTM), and assignments for follow up on all press releases, stories and content needed from program and development staff.
- Responsible for coordinating the donor Annual Report, working with program and development staff on stories, donor information, financials and coordinating the work with the graphic design team.
- Coordinates meetings with graphic design team projects (AIM) on a monthly basis, working directly with the CDO.

Grant Reporting: (30%)

- Provide grant reports to communicate outcomes to donors and community.
- Work closely with Program Coordinator and Grant Writer to convey the written content and layout for all grant reports.
- Responsible for deadlines and submissions, working to maintain and improve a scheduled grant reporting calendar.

QUALIFICATIONS

- Bachelor's degree in progress, preferred.
- Knowledge of best practices with social media platforms, Facebook, Instagram, Twitter and LinkedIn.
- Working knowledge of social media platforms.
- Working knowledge of Constant Contact or similar email marketing services.
- Excellent oral, written, and communication skills.
- Strong organizational skills and the ability to pay attention to details.
- Must have a collaborative, team-oriented work style with the ability to work independently.
- A commitment to high professional ethical standards in a diverse workplace.
- Must clear background and drug check and have reliable transportation
- Must have proof of COVID-19 vaccination.

Inspiring all Girls to be Strong, Smart and BoldSM



Work Environment:

This position operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

- Must be able to stand, walk, reach with hands and arms, stoop, talk and hear
- Must be able to lift 25 lbs.
- Must be able to sit for long periods of time
- Must be able to work occasional evenings and/or weekends

Compensation and Benefits

- Competitive hourly pay of \$20-\$22, commensurate with qualifications and experience
- Paid vacation, sick time, and holidays

Please send cover letter and resume to Human Resources: humanresources@girlsinc-oc.org

Please note, applications without a cover letter/letter of interest will not be considered.

For more information on Girls Incorporated of Orange County, please visit our website at: www.girlsinc-oc.org. Girls Incorporated is an equal opportunity employer.