



**Job Title: Marketing Coordinator**  
**Reports to: Executive Director**  
**Hourly: Part time hourly position 20-25 hours**  
**Starting Pay-\$20**

**Responsibilities: The Marketing Coordinating will coordinate and represent Alternatives marketing vision with all 3<sup>rd</sup> party marketing companies. The Marketing Coordinator works with the onsite Directors to ensure in house marketing needs are provided.**

**In House Responsibilities:**

- Collaborate with the Executive Director to determine marketing vision and focus is clearly defined
- Collaborate with Directors to ensure all in house advertising and materials are reviewed and updated annually and all needed materials are provided
- Provide recommendations to Executive Director for annual marketing budget planning
- Provide oversight to the marketing budget to ensure adherence to approved budget
- Ensure that all onsite donor communication is created and accessible
  - Constant Contact
  - In house printed material
  - Coordinate video communication
- Work with Directors to communicate theme of events when designing promotional materials for events
- Update all donor webpages for each event and campaign

**Outsourced Coordination:**

- Responsible to coordinate all outsourced marketing and social media outlets
  - Print Media
  - Web Design
  - Social media
  - Promotional print material
  - Promotional digital material
- Develop and administer the literature and brochures for Alternatives
- Create/coordinate press releases and ads for the promotion of the Center's work and events
- Coordinate with different marketing organizations to execute Marketing Plan
- Maintain inventory supplies for in-office marketing materials
- Oversight of website & social media



**Qualifications:**

- Regular attendance at a Bible-based church
- In full agreement with Alternatives Statements of Mission, Faith, Principle and Values
- Interpersonal and problem resolution, communication and leadership skills
- Organized and able to work without direct supervision
- Desktop publishing skills and computer skills including but not limited to Microsoft Office and Powerpoint, Adobe Creative Suite and InDesign
- Experience with web design, digital and print marketing and social media marketing
- A two year college degree or 4 or more years of experience relating to marketing and/or process management
- Previous experience with a Christian non-profit organization a plus
- Previous management experience a plus