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HARBOR HOUSE DOMESTIC ABUSE PROGRAMS
Position Description

TITLE: Marketing and Donor Relations Coordinator

REPORTS TO: Sr. Manager, Community Relations

Full time, Monday-Friday 8 a.m.-4 p.m. position

Last revised 07/01/2021

POSITION SUMMARY:

The Marketing and Donor Relations Coordinator role is to implement marketing and communication strategies addressing key constituencies (clients, donors, volunteers, community supporters, and others as appropriate). The Coordinator's primary responsibilities are in executing marketing and communications to promote the mission and vision of Harbor House Domestic Abuse Program's (HHDAP) various audiences and advance development efforts by positioning the organization as a community leader in domestic abuse services.

PRIMARY RESPONSIBILITIES:

Marketing and Public Affairs

- Execute an annual strategic marketing and communications plan to span across all applicable marketing and communication channels in order to reach target audiences.
- Design and oversee production of materials to create a cohesive image and message for all print, digital, interactive, and online communication vehicles.
- Manage public relations including press releases and announcements; generate story line opportunities utilizing new media and traditional outlets. Build and maintain relationships with media and garner opportunities for coverage.
- Maintain and moderate all online communication vehicles, i.e. MailChimp and online social media channels; to include email lists for all communication lines
- Oversee ongoing updates and enhancements to website

Fundraising Events

- Execute fundraising events logistics
- Develop marketing and fundraising initiatives for HHDAP events

Donor Relations

- Develop and track metrics to determine if marketing efforts lead to increased donor retention, attrition, and donations
- Ensure messages are put out to community to meet in-kind needs of organization
- Measure donor and community engagement on website and blog and look for opportunities to increase engagement
- Manage monthly newsletter, to include design and content, to donor base with end goal of increasing donor metrics
- Manage and implement donor acknowledgements and recognition.

Other

- Flexibility to attend occasional evening and/or weekend meetings and/or events
- Other duties as assigned

COMPETENCIES:

- Very strong written and interpersonal communication skills
- Experienced and creative storyteller
- Proven ability to successfully handle multiple projects and meet critical deadlines
- Results and detail-oriented
- High-energy and collaborative

EDUCATION, EXPERIENCE, AND OTHER REQUIREMENTS:

- Bachelor's degree in public relations, business, communications or related field or equivalent in background and experience preferred
- Strong commitment to cultural fluency

- Experience with preparation of press releases, internet, website and social media.
- Knowledgeable and experienced with brand messaging
- High level of proficiency in Microsoft Suite applications
- Basic knowledge in graphic design software (Adobe, Wordpress) and HTML for website applications

Pay range: \$38,000-\$44,000

This position description describes the general nature and level of work performed by the individual assigned to this position and should not be interpreted as all inclusive. It does not state or imply that these are the only duties and responsibilities assigned to the position. The employee may be required to perform other job-related duties. All requirements are subject to change and to possible modifications to reasonably accommodate individuals with a disability.

This position description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the position change.