

# YWCA Oahu

## Job Title: Marketing and Communications Coordinator

Employment Type: Full-Time

FLSA Status: Exempt

Department: Marketing and Fund Development

Reports To: Marketing & Communications Manager

## Job Summary

**PRIMARY PURPOSE:** The Marketing and Communications Coordinator is responsible for working with the Marketing and Communications Manager and Director of Development and Community Relations on co-creating, planning, coordinating, and implementing communications and marketing strategies that enable staff and members to communicate the value of the YWCA to the community.

## Essential Duties

- Communication and Marketing Tools:

Working with the Marketing and Communications Manager assist in the development and implementation of creative and targeted messaging, promotions, and graphics to reach and influence key market segments (prospects, donors, board, members, volunteers, etc.).

Build cross-functional relationships with other internal departments and partners to coordinate and implement design, promotional projects and association events.

Create and maintain project management schedules for marketing and fundraising campaigns, including direct mail, emails, e-newsletters, newsletters, and other collateral.

Assist writing and editing of YWCA communication materials and ensure all communication messages are reviewed for spelling, grammar, accuracy, marketing effectiveness, and adherence to brand guidelines.

Working with the Marketing and Communications Manager, assist with writing posts to support YWCA O`ahu presence via social media (e.g., Facebook, LinkedIn, Instagram, etc.). Responsible for monitoring these and other sites in order to ensure YWCA is accurately and well-represented and reflects the messaging of the YWCA USA.

Ensure website is current and accurate; collaborate with staff to co-create content; Implement web updates in a timely fashion.

- Reporting and Data Management:

Tracks monthly Marketing and Communication KPIs for the association.

Works in the association CRM (Network for Good) to help coordinate messaging for campaigns and other public facing communications.

Evaluate procedures and technology solutions to improve marketing data management.

Assists with outbound invoices vs. receipts, inbound invoices vs. POs; review financial reports for accuracy and submission to the finance department.

## **Supervisory Responsibilities**

This job has no supervisory responsibilities.

## **Education**

EDUCATION/TRAINING:

Bachelor's degree in Communications, Marketing, Graphic Design, Digital Media Design or other related visual arts, preferred

Associate's degree and equivalent experience also welcome

EXPERIENCE:

1-2 years experience in marketing materials production, and experience in web-based technologies and programs

A passion for social media, digital marketing trends and design preferred

Familiarity of applications facilitating online user engagement and contribution/sharing of user-generated content

## **Behavioral Characteristics**

- Summary of Qualifications/Skills:

Excellent written communication, listening and presentation skills. Ability to interact with various YWCA constituencies such as vendors, members, donors, volunteers, and program participants. Experienced in and enjoys working in a highly collaborative environment, with designers, managers, members and vendors. Creative approach to problem solving and idea generation.

Communicates and presents design initiatives to management and team. Gains cooperation from individuals and groups over whom there is no direct authority in order to accomplish goals.

Duties may require creativity to resolve day-to-day issues independently.

- Initiative -- Job requires a willingness to take on responsibilities and challenges.
- Cooperation -- Job requires being pleasant with others on the job and displaying a good-natured, and a cooperative attitude.
- Stress Tolerance -- Job requires accepting criticism and dealing calmly and effectively with high stress situations.
- Adaptability/Flexibility -- Job requires being open to change (positive or negative) and to considerable variety in the workplace.
- Attention to Detail -- Job requires being careful about detail and thorough in completing work tasks.

## **Language Skills**

- Oral Comprehension -- The ability to listen to and understand information and ideas presented through spoken words and sentences.
- Written Expression -- The ability to communicate information and ideas in writing so others will understand.
- Active Listening -- Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Communicating with Persons Outside Organization -- Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.

## **Computer Skills**

- Ability to work on PC systems such as MS Office including Microsoft Excel, and Word.
- Familiarity with graphic design software such as Canva, InDesign, Photoshop, and Illustrator a plus.
- Ability to learn the association CRM Network for Good as well as other internal on-line systems.

## **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is:

- occasionally exposed to wet or humid conditions; climb or balance.

The noise level in the work environment is moderate noise.