

# **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**

The Marketing and Communications Coordinator is responsible for supporting the Marketing and Communications Manager and Director of Development and Community Relations in co-creating, planning, coordinating and executing communications/marketing strategies to communicate YWCA Oahu's values and mission to internal and external audiences.

## **Essential Duties**

- COMMUNICATION AND MARKETING TOOLS:

Collaborate with the Marketing and Communications Manager to develop effective messaging, promotions and collateral to reach and impact key community segments (prospects, donors, board, members, volunteers, etc.).

Execute assigned responsibilities in collateral design and production, promotional projects and association events.

Maintain cross-functional relationships with YWCA O'ahu staff and internal departments to keep community messaging up-to-date regarding programs and services.

Support project management scheduling and execution of digital and printed campaigns (direct mail, emails, e-newsletters, newsletters, other collateral).

Review and proofread written communication deliverables for spelling, grammar, factual accuracy, impact and appropriate branding voice. Copywriting responsibilities assigned as needed.

Assist with curating social media strategy, schedule and materials (photos, graphics, logos, videos, etc.). Provide social media copywriting and graphic design support for Marketing and Communications Manager as needed. Monitor YWCA O'ahu social media pages for accuracy and branding. Maintain social media relationships with local and national partner pages.

Update YWCA O'ahu website with current information about events, programs and services as provided by YWCA O'ahu staff and departments.

Troubleshooting assistance with department technology issues and operations as needed.

**- REPORTING AND DATA MANAGEMENT:**

Review and evaluate YWCA O'ahu digital media analytics for monthly Marketing and Communications Key Performance Indicators (KPIs) report. Maintain team dashboard with regularly updated data for YWCA O'ahu website, social media pages, email campaigns, etc.

Coordinate constituent information with fund development regarding marketing/communications prospects and stakeholders in the association CRM (Network for Good).

Assess industry best practices, technology trends and current organizational procedures to strategize areas of growth and improvement in marketing/communications data management.

Review and assist in documentation of marketing/communications expenses for accuracy and submission of reports to the finance department.

## **Supervisory Responsibilities**

This job has no supervisory responsibilities.

## **Education**

Bachelor's degree in Communications, Journalism, Marketing, Graphic Design or Digital Media preferred.

Associate's degree in the above fields with portfolio of work experience will be considered.

## **Behavioral Characteristics**

- Collaborative, inclusive and community-minded approach with vendors, members, donors, volunteers, program participants and staff.
- Eagerness to learn new skills and explore new ideas with team members. Objective in accepting and delivering feedback.

## **Language Skills**

- Excellent written communication, listening and presentation skills.

## **Reasoning Ability**

- Critical thinking, flexibility, innovation and initiative in daily responsibilities and challenges.
- Organized, detail-oriented and thoughtful in execution of projects.

## **Computer Skills**

- 1-2 years of professional work experience in writing, design, production and execution of marketing collateral, campaigns and strategies.
- Proficiency with creative desktop software and web-based programs (Adobe suite, Microsoft suite, Canva, etc.).
- Experience with social media engagement, digital marketing trends and design principles.
- Working knowledge of CRM operations, analytics programs and organizational reporting.

## **Work Environment**

Most work is performed in open-air, smoke-free, air-conditioned office environments. Peak marketing/fundraising periods during the year will require additional work beyond the standard 40 hours/week. Support for off-site events during weekends or evenings assigned as needed.

As a representative of the YWCA O'ahu, employee must ensure a workplace free from any form of harassment, intimidation, or unlawful discrimination, and which promotes mutually respectful and professional interactions.