



## MARKETING COORDINATOR JOB DESCRIPTION

### OUR MISSION

Help One Now exists to empower families in developing countries through high-capacity local leaders with proven solutions to end extreme poverty. We empower families through business, education, and community care in partnership with local leaders.

### OUR CORE VALUES

At Help One Now, we are:

1. **Transparent** - We view all of our relationships as friendships and value open conversations and transparency in those relationships - from our team to donors, international partners, and everyone in between, we're always open, honest, and upfront.
2. **Inclusive** - We are a wide table: we believe anyone who wants a seat at the table of doing good deserves to be here. That means we have a wide range of personalities and perspectives surrounding us, and we think that's beautiful. We recognize tension but prioritize connection and empathy.
3. **Collaborative** - We believe our greatest gift is one another. Collaboration is how our best work gets done - collaborating with our friends, donors, international partners, and each other is what makes us great.
4. **Innovative** - We are smart, fun, and entrepreneurial. Being part of our team means taking initiative and problem solving some of the most unique issues from small to large.
5. **Empowering** - We exist to empower people around the world, and we take that value to heart. This includes empowering our team, donors, and friends. We believe everyone's voice matters and seek to see all people live out their fullest potential.
6. **Committed** - We are committed to the partners, families, and children we serve around the world. We're in this for the long haul and we believe true partnership only exists with true commitment. That commitment is a two way street and we strive to uphold it in all of our relationships - our commitment to our donors, to utilize the resources they give for the greatest impact; to international partners, to stand by them and work together for good; to the people we serve, to develop in healthy, sustainable, dignified ways; and to each other, to see this work through.
7. **Friendship** - We value the collaborative relationships we develop here at Help One Now. We think the best way to stay committed and connected is to remember that we are building friendships. We create a team atmosphere, we love to have fun together, work hard and play hard. We take that value into every facet of our organization - our global partnerships, team building, donor journey, and board relationships.

### WHAT WE MEAN BY LOCALLY LEAD

Help One Now empowers local leaders who are already working effectively in their respective communities through friendship and partnership. They are our greatest resource, and without them, sustainable change is not possible.

These leaders are community development experts, pastors, team builders, and co-laborers for Christ on the journey to end poverty. They collaboratively mobilize the local church, government agencies, and other entities to engage the community's needs with crucial initiatives that produce community resilience, health, and progress.

## **POSITION SUMMARY**

The Marketing Coordinator is responsible for the execution of a variety of tasks including raising public awareness of Help One Now, increasing media presence, and acquisition of new donors. The Marketing Coordinator's responsibilities include working with the team to create and market campaigns and fundraisers for Help One Now, drafting and distributing press materials, compiling campaign analytics, managing our social media accounts, and creatively communicating impact stories of Help One Now to increase donor retention, giving, and acquisition.

The Marketing Coordinator is a key role on the Help One Now team. The ideal candidate is someone who is creative, enjoys working in a team dynamic, is friendly and personable, and has excellent written and verbal communication skills. This person presents themselves professionally, can effectively manage several projects at once, is comfortable receiving feedback, and exhibits the posture of a learner. The Marketing Coordinator is someone who enjoys copywriting and is excited to inspire others to give generously.

This is a full-time position reporting to the Marketing Manager.

## **ESSENTIAL RESPONSIBILITIES**

To perform this job, an individual must perform each essential function satisfactorily:

- Create blog posts from impact stories
- In coordination with the marketing manager, write copy and develop effective marketing tools to support the fundraising team and donor-led fundraisers
- Social Media
  - Draft captions, pair with images, schedule content, and engage with Help One Now followers on our Instagram and Facebook accounts
  - Track and increase engagement and following on our Instagram and Facebook accounts
- Draft mass communication
  - Newsletter list communications
  - Campaign follow up
  - Donor appreciation
- Brainstorm, write, and develop content for promotional materials and new campaigns
- Assist with seeking out grant writing opportunities and pursuing applications for other relevant funding opportunities
- Assist in event planning and representation of Help One Now at events
- In collaboration with the marketing team, prepare presentation materials for team members' speaking engagements
- Draft Press releases and other advertising materials as needed

## **OTHER QUALIFICATIONS**

Must be able to handle multiple, simultaneous tasks effectively and efficiently. Strong verbal and written communication skills are required. Must be creative and have the ability to perform duties in a fast-paced environment, prioritize workload, and meet timely deadlines. Must have some experience working with target audiences and digital campaigns. Experience in Mailchimp, Adobe Suite or Canva, and Google Drive is preferred. Some experience in non-profit work is preferred but not required.

## **HOW WE SUPPORT OUR TEAM**

- Generous paid time off: 10 days of paid time off to begin (builds with years of service) and paid company holidays
- 100% employer paid medical, vision, and dental insurance plan for employee only coverage
- Employer paid life insurance coverage
- 401k plan with a company paid non-elective contribution, as well as a company paid match based on voluntary contributions