MARKETING & COMMUNICATIONS COORDINATOR

Serve the City Peninsula’s Mission

Everyone serving in ways that transform the Peninsula because STCP connects the good intentions and gifts of people who could serve to meaningful opportunities to get involved. We excite, engage, and mobilize in ways that cross barriers and broaden networks. Our projects make lives and communities better while building trusting relationships among and between those serving and those served. Our projects serve those who are elderly, homeless, disabled, food insecure, victims of abuse, and children.

The Marketing & Communications Coordinator is an enthusiastic member of the Serve the City Core Team reporting to the Executive Director. This person will work with volunteer staff to provide brand management and implement the marketing, public relations, advertising and promotional strategies for the organization. The ideal candidate will be a team player who is energetic, organized, creative, and self-motivated with a commitment to the mission of Serve the City Peninsula.

Hours & Compensation – 20 hours/week @$20/hour

Responsibilities

- Maintain a thorough understanding of, and ensure all STCP-produced content aligns with, Serve the City International brand guidelines
- Ensure consistent branding and story-telling across all STCP marketing/communications platforms including website, social media, and newsletters
- Develop written and visual content for blog posts, social media posts, articles, marketing materials, and press releases
- Gather videos and photos from events and coordinate their use in the production of content for social media, marketing, and other online and printed material
- Develop and manage social media editorial calendar and post valuable, shareable content regularly, ensuring STCP has a consistent and engaging online presence
- Monitor and report on the effectiveness of all marketing/communications outreach, including social media and email campaigns
- Manage “mailing” lists for all marketing/communications platforms
- Manage inventory of all marketing/communications materials including t-shirts and brochures
- Manage budget for all marketing/communications activities and materials

Qualifications

- Minimum: graduate of High School; Preferred: at least a 2-year degree with a focus in communications, marketing, and/or journalism
- Must have excellent verbal and written communication skills
- Must be professional, hard-working, detail-oriented, well-organized and able to set priorities under pressure with excellent time management skills.
- Must have social media and website content management experience. Knowledge of Facebook, Instagram, Twitter, YouTube, WordPress preferred.
- Proficiency with Word, Excel, PowerPoint, and Canva are preferred, however, training can be provided.