

**JOB TITLE: Marketing Coordinator**  
**REPORTS TO: Integrated Marketing Director**  
**DEPT: Development**

**STATUS: FT/Reg/NE 509**  
**SCHEDULE: M-F**  
**UPDATED: May 2018**

***Springs Rescue Mission considers every position one of ministry and a vital and valued part of our team. Therefore, it is essential that all employees of SRM have a personal relationship with Jesus Christ and subscribe to our Statement of Faith and Core Values.***

**SUMMARY OF POSITION:**

The Marketing Coordinator is responsible for coordinating direct mail marketing projects and other marketing content for Springs Rescue Mission. This position works closely with the Integrated Marketing Director to keep ongoing marketing projects organized by monitoring project plans, schedules, creative content, print production, quality control, budgets, expenditures and ensuring deadlines are met in a timely manner.

**DUTIES & RESPONSIBILITIES:**

- Develops and maintains project plans with the Integrated Marketing Director
- Assists in creating and maintaining artwork and templates for direct mail and digital marketing assets using Adobe InDesign, Photoshop and Illustrator.
- Maintains a curiosity for creating content and artwork that communicates our love for people struggling with homelessness in a way that resonates with donors, volunteers and local neighbors
- Oversees project management tools to keep team members proactive on task completion
- Leads aspects of print production including planning meetings with vendors, electronic delivery of necessary assets, and overseeing quality control processes
- Monitors project plans, schedules and expenditures
- Documents and follows up on action items from project meetings
- Ensures project deadlines are met by regularly communicating with team members
- Collaborates with marketing team for creative content development and completion
- Coordinates with photographer and videographer for shoots with clients
- Coordinates with writers for in-person or phone interviews with clients
- Archives talent release forms, visual assets, written content and completed projects physically and digitally
- Submits invoices accurately for reporting and payment processing
- Coordinates meetings for content development to replenish stock for direct mail and monthly giving program strategies
- Interacts with program staff members to generate leads on guests with amazing stories to share
- Supports proper training and recognition of volunteers for their partnership with Springs Rescue Mission and engages them in meaningful work that leverages volunteers as a resource.
- Assists with event planning as needed

- Other tasks and/or job-related responsibilities as requested

#### **SKILLS AND QUALIFICATIONS:**

- Maintains a personal relationship with Jesus Christ and is a constant witness. Christ-centered and compassionate attitude in dealing with people including the homeless and faithfully upholds and exemplifies SRM's Statement of Faith
- Serves as an advocate for the homeless and raises awareness of the needs and concerns for the addicted and those in poverty, engaging others within one's influence to greater involvement and effectiveness on behalf of this population in Colorado Springs
- Believes that volunteers are vital to accomplishing the Vision and Mission of Springs Rescue Mission and thus is part of mobilizing the community in the fight against addiction, poverty and homelessness
- Detail orientated and highly organized
- Deadline driven to adhere and respond to established time frames and schedules
- Excellent time management skills
- Excellent graphic design skills
- Excellent verbal and written communication skills
- Strong Project Management skills managing integrated strategies involving multiple media formats

#### **EDUCATION/EXPERIENCE:**

- BS degree in Marketing, Graphic Design, Project Management or relevant field
- 2 years' experience in non-profit development environment
- Expertise with direct mail marketing and printing
- Solid computer skills, including Adobe Creative Cloud Suite and Microsoft Office applications
- Experience using Customer Relationship Management and Content Management System software

#### **WORKING CONDITIONS/PHYSICAL FACTORS:**

*Occasionally = 1%-33%; Frequently = 34%-66%; Continuously = 67%-100%*

- Climb stairs on a daily basis
- Any lifting stated in pounds

#### **EQUIPMENT/TOOLS USED:**

Computer/Internet  
Fax  
Phone  
Copier