

JOB TITLE: Print and Graphic Coordinator
REPORTS TO: Integrated Marketing Director
DEPT: Development

STATUS: FT/Reg/NE 509
SCHEDULE: M-F
UPDATED: January 2019

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 Print and Graphic Coordinator is responsible for designing and producing direct mail marketing projects and other marketing content for Springs Rescue Mission. With the goal of increasing donor response and engagement through printed and online material, this position works closely with the Integrated Marketing Director to develop cost-effective packages for direct mail, create optimized designs and layouts for integrated audience engagement and coordinate effectively with local print shops to support fundraising and marketing efforts.

DUTIES & RESPONSIBILITIES:

- Creates and maintains artwork and templates for direct mail, marketing collateral and digital marketing assets using Adobe InDesign, Photoshop and Illustrator
- Leads aspects of print production including planning meetings with vendors, electronic delivery of necessary assets, and overseeing quality control processes
- Works with the Integrated Marketing Director to achieve fundraising goals related to acquiring new donors, acquiring monthly donors and reaching higher response rates to direct mail appeals and newsletters
- Regularly performs A/B testing of creative designs and packages to optimize mailings and collateral for the best possible response rate and return on investment
- Utilizes real-time data in conjunction with established strategies to optimize artwork and templates for improved engagement and response rate
- Works closely with local printers to create packages that are cost-effective and captivating to the recipient's senses
- Monitors and coordinates printing project plans, schedules and expenditures, recording appropriate information for tracking purposes
- Ensures project deadlines are met by regularly communicating with team members
- Collaborates with marketing teams and development teams regularly for creative design development and package optimization
- Submits invoices accurately for reporting and payment processing
- 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.
- 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 Graphic Design, Art, Marketing, Printing 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