



Job Description

Title: Marketing & Communications Coordinator
Reports to: Executive Director
Status: Full-time

Job Summary:

Responsible for executing the organization's overall marketing and communications strategy. Develops and implements online, print, and digital marketing strategies that enhance the organization's engagement, outreach, fundraising, overall visibility, and brand awareness. Coordinates with volunteers and contractors to document events for promotional purposes. Creates press releases and maintains relationships with local media to promote events

Essential Duties and Responsibilities:

- Develops and executes marketing and communication plans that engage and inspire donors, volunteers, clients and community members
- Creates content for collateral materials (brochures, printed materials, HTML email campaigns, etc.)
- Creates and edits newsletters, E-blasts, press releases, event pages, and other pages on the JASDFW website, and create and edit descriptions, bios, DM communications, etc. on social media
- Manages all social media outlets regularly (Facebook, Instagram, LinkedIn, etc.)
- Manages all content on the JASDFW website, work with staff to update member and event information
- Produces and maintains brand-enhancing content including but not limiting to videos, photos, infographics, and other graphics
- Analyzes analytics to determine effectiveness of campaigns and adjust strategy based on results
- Creates surveys and analyzing data from surveys, website tracking software (Google Analytics, etc.), and similar platforms to guide policy on marketing policy and programming needs
- Researches opportunities for dissemination of information with broadcast TV outlets and print publications, including community magazines and major area newspapers, and maintain relationships with local press
- Assists with individual giving, donations, and special fundraising campaigns, such as North Texas Giving Day, Giving Tuesday, and end-of-year appeals
- Supports two annual fundraisers: (1) Sun & Star Legacy Award Dinner and Silent Auction, and (2) Sun & Star Golf Classic, including primary responsibility for working with auction vendor to develop digital auction
- Provides support for programs and events as needed
- Participates in Board of Directors' committee meetings as necessary
- Other duties as assigned

Qualifications

- Bachelor's degree required
- Two or more years related work experience
- Demonstrated success in coordinating projects to achieve results and meet deadlines

- Strong organizational and problem-solving skills, and ability to manage multiple projects simultaneously
- Excellent interpersonal skills and a strong team player essential; ability to work both independently and collaboratively
- Excellent verbal and written communication skills and English-language fluency essential
- Excellent computer skills essential, including proficiency with Microsoft Office; experience with database/CRM platforms (Neon), WordPress, e-mail marketing software (Constant Contact), Canva, Adobe Creative Suite desirable
- Proficiency with social media platforms
- Accuracy and attention to detail
- Personal qualities of initiative, creativity, adaptability, and good judgment
- Demonstrated interest/experience with Japanese culture
- Japanese language ability a plus

Working Conditions and Physical Requirements

- Flexibility to work evening and weekend events (average 1-2 per month)
- Comfortable working under tight deadlines and occasional heavy workloads
- Small office and staff, close work environment
- Moderate lifting and physical activity required to move supplies to and from events, set up at events