

Working Together Toward Lasting Solutions to Homelessness
Vision: *Interfaith Partners Deeply Engaged in Transforming Our Communities*
Values: *Compassion, Equity, Integrity, Faith Driven, Transformation*

Job Description

Position: Marketing Specialist	Department: Community Programs
Reports to: Community Programs Manager	Hours per week: 40
Position Type: <input checked="" type="checkbox"/> Employee <input type="checkbox"/> Contractor <input type="checkbox"/> Intern	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Nonexempt <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Temporary

ORGANIZATIONAL DESCRIPTION

Associated Ministries is a key agent of transformation in Pierce County, committed to function effectively as a sustainable organization, by engaging authentic interfaith relations and effective partnerships, and championing equitable moral leadership to help build a thriving community.

Racial Equity is a high priority for us. We have had a team of staff and board members working on our anti-racism and equity efforts for several years. Our mission is “working together toward lasting solutions to homelessness.” Since people of color are disproportionately likely to become homeless, we must address this as part of our mission. It is a priority of AM to lead with a racial equity lens in all our programing, including our volunteer based programs.

Associated Ministries is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, creed, national origin, sex, sexual orientation, age, marital status, veteran status, or the presence of any sensory, mental or physical disability, or the use of a trained guide dog or service animal by a disabled person.

JOB SUMMARY

The Marketing Coordinator will primarily be responsible for increasing the number of Youth Host Home Providers in our Youth Host Home program through social media marketing and coordinating advertising campaigns. Secondly, this position will support the growth of AM’s brand as a whole. The Marketing Coordinator will be part of a cross-functional team to coordinate marketing and outreach efforts across the organization and uplift all AM programs and donor engagement efforts. The expectation for this position is that all of the job duties and responsibilities will be led with a racial equity lens.

JOB DUTIES and RESPONSIBILITIES

Social Media Marketing

- Strategize, plan, create, and post engaging and meaningful content on various social media outlets, using videos, images, graphics, and written word.
- Contribute to and maintain a unified voice for AM’s brand across various social media platforms.
- Utilize social media analytics tools to track social media marketing effectiveness and influence strategy.

Advertising Campaign Coordination

- Coordinate with an external marketing firm to launch an advertising campaign, promoting AM’s home share programs.

Team Leadership and Collaboration

- Coordinate a cross-functional team to determine the marketing needs of AM, participate in marketing and outreach efforts across the organization, and ensure community engagement goals for all programs and development are met.
- Meet regularly with Communications Specialist to plan and delegate content creation and social media posts.
- Participate in all relevant staff meetings.

Administration

- Log contact information and all communications with community contacts in AM's constituent database.
- Support the improvement of systems and processes and update Standard Operating Procedures as needed.

Other Duties

- Other duties as assigned.

REQUIREMENTS

- Bachelor's Degree in Marketing, Communications, Journalism, Public Relations, or related field, or equivalent work experience.
- Strong commitment to contributing to an anti-racist, equity-driven organizational culture.
- Solid understanding of issues people experiencing homelessness and housing insecurity face.
- Excellent written and oral communication skills, and ability to communicate to a wide array of communities and cultures.
- Highly organized with strong content management skills.
- Intimate knowledge of how existing and emerging social media applications can be used for business marketing purposes.
- Positive and enthusiastic team player and leader.
- Creative, innovative, and forward-thinking.
- Passion for marketing as a means to create social change.
- Proven ability to make sound decisions and troubleshoot issues when they arise.
- Proficient with computers, and ability to navigate various applications and databases such as Excel, Teams, Facebook, Instagram, and Word Press.
- Availability to work some evenings and weekends.
- Valid driver's license and reliable transportation.

PREFERRED

- 1-2 years of experience with social media marketing
- Adobe Photoshop
- Experience with graphic design, film, video editing, and photography

COMPENSATION**Pay Range:** \$24.04 - \$29.88 per hour**Benefits:** Health insurance, pension, and generous benefit package as detailed by Personnel Policies.**APPLICATION PROCESS**

This position will remain open until filled. Application must include a cover letter and resume addressing position requirements. Send to: Associated Ministries, 901 South 13th Street, Tacoma WA 98405, or e-mail all to MarkM@AssociatedMinistries.org. No phone inquiries, please.

Reviewed by:**Title:****Date:****Approved by:****Title:****Date**