Marketing and Communications Coordinator

About Giving Children Hope

Giving Children Hope is a community-driven nonprofit that equips front line partners with resources to serve vulnerable children and families. As a faith-based partner, we provide sustainable hope through wellness programs and disaster response in collaboration with local and global communities; we do this through the gathering and giving of Medical Resources, Nutritional Foods, and Basic Needs.

Full Job Description

Reporting to the Director of Development, the Marketing and Communications Coordinator plays a crucial role in successfully marketing Giving Children Hope’s story and its programs through overseeing social media outreach methods, maintaining and updating the website, creating new content on all social media channels, maintaining our relationship with media centers, and creating collateral and marketing decks. You will be creating and working with the Director of Development to direct the overall marketing, communications, and brand strategy to assure the fulfillment of the organization’s mission. Responsible for creating, implementing, and measuring the success of all internal and external marketing and communications, publications, media relations, social marketing, the Marketing and Communications Coordinator ensures consistent image and position to all constituencies.

The ideal candidate is always up on the latest digital marketing trends and strategies, able to manage multiple tasks, has strong writing and proofreading skills and loves to work collaboratively. You should be highly motivated and capable of crafting and executing effective campaign and promotion strategies that help execute the fund development plan and drive organizational growth.

Marketing and Communications

- With guidance from the Director of Development, develop and execute a communications plan that incorporates powerful & consistent messaging and storytelling that reaches a broad audience through various forms of photos, print and electronic media
- Create graphic design and marketing materials to inform, educate, and motivate key audiences which include businesses, press, potential funders, partners, government leaders, non-governmental organizations, and the public.
• Prepare email communications to keep supporters updated on news, events, and other happenings.

**Public Relations and Social Media**

• Manage all social media profiles and platforms, and search engine marketing and engage GHC’s social media followers/communities in each of its programs to build involvement through our platforms.
• Develop and lead strategies for online marketing to boost website visits and social media engagement by producing necessary content and tracking analytics.
• Coordinate media interest and ensure regular contact with target media. Coordinate and direct all media inquiries to the correct spokesperson, monitor, and fact check all questions.

**General**

• Collaborate, design, and execute fundraising tasks as directed by the Director of Development and articulated in the annual marketing plan.
• Serve as content and branding oversight for all marketing and communications efforts.
• Create newsletters and internal project communications for staff and board members to externally share the story.
• Other duties as assigned.

**Qualifications**

• Bachelor’s degree in communications, advertising, English, or related field of study.
• Minimum of 3 years of relevant experience in digital marketing, communications, political campaign organization, and marketing, preferably with a mission-driven organization or nonprofit.
• Strong writing, editing, and proofreading skills are essential
• Exceptional interpersonal and oral communication skills
• An eye for design, ability to create simple graphics, and experience creating marketing materials
• Comprehensive knowledge and experience managing social media platforms and performance metrics (Facebook, Instagram, Twitter, YouTube, and LinkedIn), including creating short video content
• Able to represent the organization in a professional manner
• Teamwork skills and adaptability are important within this role
• Well-developed organizational, project management, multitasking, and problem-solving skills
• Must be a detail-oriented self-starter; process-driven with the ability to multi-task
• Experience in digital tools, Microsoft Office programs, social analytics tools is highly desirable
• Video and photography editing skills are preferred
Salary: $45,000 - $50,000, depending on experience. The position is full time; organization hours are Monday-Friday, 8:00 am to 4:30 pm.

Please send a cover letter, resume, and 1-2 marketing samples to jobs@gchope.org to apply. Please reference the “Marketing and Communications Coordinator” in the subject line. No phone calls or in-person applicants, please.

Job Type: Full time, In-office in Buena Park