Position Title: **Marketing Coordinator**

Reports to: Marketing Supervisor

Hours: 20 Hours weekly to be scheduled with Marketing Supervisor

Position Overview: Beverly Bootstraps seeks a Marketing Coordinator to coordinate our external communications efforts include creating community and public awareness of the organization and its role in the community.

Skills Desired: Exceptional communications skills, proven organizational abilities, goal-oriented and capable of working with many different individuals. Excellent writing and editing skills. Working knowledge of Adobe Creative Suite.

Position duties and responsibilities include, but are not limited to:

**Programs Communications**

- Work with program staff to ensure we are appropriately communicating the programs and services available to clients and potential clients. This includes; flyers, direct mailings and client emails.
- Coordinate and disseminate communications for seasonal programs and Beverly Bootstraps hosted food drives as needed.

**Development Communications**

- Work with the Development team to create and disseminate materials needed for fundraising appeals throughout the year
- Coordinate social media presence for Beverly Bootstraps programs/services and fundraising needs and provide analytics.
- Coordinate the development, production and distribution of agency wide promotional and collateral materials, including but not limited to; bi-annual newsletters, holiday cards, brochures, display boards, e-newsletters and annual stat sheet.

**Agency Wide Communications**

- Write Agency Happenings publication.
- Help to maintain the agency website and provide analytics.
- Produce building signage as needed for lobbies/elevator or program areas.
• Help to ensure that the organization style and branding guidelines are being followed by all employees and partners.
• Assist Marketing Supervisor in executing the agency’s annual internal and external communications plan.
• Coordinate the distribution of press releases and letters to the editor.
• Assist with the promotion of volunteer opportunities as needed.

General Job Requirements

• Work collaboratively with the marketing team to ensure cross promotion of all agency activities.
• Work with the Development & External Affairs team as need on special projects.
• Adhere to the Beverly Bootstraps Written Information Security Plan and Procedures.
• Must comply with all policies and procedures as outlined in the Beverly Bootstraps Employee Handbook.
• Should be compassionate and kind; should work with integrity in all relations; should understand our mission and be invested in Beverly Bootstraps.

Desired Minimum Qualifications:
Successful CORI check.
Education: Graduation from four-year college program or more.
Experience: At least two years of related work experience.
OR: An equivalent combination of education and experience.
Valid MA driver’s license with good to excellent driving record.

Primary Physical Requirements:
Long periods of computer use may be necessary. Having an ability to hear, talk, walk, sit, bend, reach, grasp and lift are requirements for this position. Manual use of a computer, calculator, telephone, copier and facsimile machines is necessary. Occasional lifting of materials weighing up to 30 pounds is required for this position.

Special Hiring Note:
Due to COVID-19 the vast majority of this work will be a remote working position for the foreseeable future. On site, presence may be needed for certain tasks. Beverly Bootstraps is committed to providing a support structure to those working remotely and will reevaluate our remote working timeline on a quarterly basis.

Statement of Non-Discrimination:
Beverly Bootstraps believes that one of the great strengths of community is the rich diversity of its residents in race, religion, national origin, ethnicity, gender, sexual orientation, gender identity and expression, marital status, age, height, weight, physical or mental disability, veteran status, pregnancy, or any other protected characteristic as established by law. Beverly Bootstraps affirms publicly its moral and legal commitment to a policy of equal opportunity and non-discrimination in employment.