

JOB POSTING – MARKETING & SOCIAL MEDIA COORDINATOR

Opportunity – Marketing & Social Media Coordinator

The mission for the Marketing and Social Media Coordinator is to work with the Vice President of Development and the Director of Resource Development to raise awareness of the work of #TeamHillcrest to end homelessness in our community. The position is responsible for managing social media platforms, website, executing media strategy and public relations, and creating promotional materials and all branded collateral, and generally ensuring successful marketing efforts for Hillcrest.

The perfect candidate for this position will be committed to service and embody the organization's mission. They will be a passionate advocate for our organization, our residents, and those in need of our services. They are comfortable working with other faith-based organizations, ministry groups, and community outreach. The candidate will be ready to work in a fast paced, diverse, and collaborative work environment. This person must be trustworthy, confident, and comfortable making tough decisions every day. Being ready on day one with experience and proven marketing strategy to hit the ground running is essential.

Essential Duties of the Marketing & Social Media Coordinator

- Develop a marketing strategy that effectively markets Hillcrest as the regional leader in solving homelessness.
- Develop all organizational marketing collateral and/or helps to coordinate the design and printing of collateral; ensures all marketing collateral accurately represents the brand and image of the organization and that the integrity of brand strategy and identity of organization is preserved.
- Develop and implement communications and media strategies that successfully deliver information and key messages to the public, including social media, website, and email/text communications.
- Ensure internal brand management is consistent and successful.
- Create high quality content, including video, graphics, animation, social media posts, and written content that can be used across multiple platforms.
- Develop and manage editorial calendar.
- Manage hillcrestkc.org website content and functionality.
- Responsible for the development, management and optimization of all paid media programs such as paid search, programmatic, native advertising, and paid social campaigns.
- Manage the use of external resources as they pertain to the marketing.

Qualifications

- A valid driver's license and reliable transportation to travel within the Kansas City Metro area is required.
- Bachelor's degree or experience in nonprofit, business management, marketing, public relations or related field preferred.

- Highly organized, outgoing, creative, out of the box thinker.
- Experience with nonprofit marketing and social media management.
- Flexible, creative, and able to work in a non-structured developing work environment.
- Familiarity with Windows, Office, Google Drive, Gmail, Outlook, Facebook, Instagram, Twitter, DonorPerfect, Constant Contact, Canva, Adobe Indesign, and WordPress.
- Excellent oral/written communication.
- Energetic and willing to take on new responsibilities.

Additional Details

This is a new, full-time position at Hillcrest. Candidates must be willing to work in our offices throughout the Kansas City metro daily. The position will be headquartered out of our Kansas City, Kansas campus location. Typical hours for this role are 9am – 5pm, Monday through Friday. There will be after-hours events and activities that will require additional hours on evenings and weekends.

Salary range for this position is \$38,000 - \$55,000 based on experience and credentials.

To apply, email your resume and cover letter to Barbara Fitzgerald, Vice President of Development at bfitzgerald@hillcrestkc.org.

Hillcrest Ministries of MidAmerica, Inc. is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.