



Marketing and Communications Coordinator

Position Description

About us:

Yakima Valley Community Foundation is a growing 501(c)(3) philanthropic organization. We are all about connecting people, resources, and ideas so the community we know and love thrives. The region served by our community foundation is the Yakima Valley and surrounding rural Central Washington which is rich in natural resources and diverse cultures all with a strong reliance on the land and water for economic prosperity and survival. We believe when equity is addressed our community will be stronger economically, healthier physically and mentally, and prepared educationally to thrive and meet the challenges ahead. We cultivate a diverse team and continually strive for an inclusive workplace culture where talented and compassionate people share a sense of belonging.

We are hiring a **Marketing and Communications Coordinator** to join our team.

Position Summary:

Primary duties of the Coordinator will include the development and execution of a communications strategy to reach and engage stakeholders and increase awareness and goodwill of the organization and its work. This individual will also coordinate marketing and communications in support of grant funded programs designed to improve educational access and attainment and/or to improve the health and wellbeing of underserved people in Central Washington.

Coordinator is responsible for working closely with team members and community partners and agencies to define the tactics and messages that will resonate with the various groups. Coordinator will oversee the design and production of marketing materials developed by a marketing/advertising agency(ies). Coordinator will organize focus groups for the marketing agency if needed to seek feedback on materials and messages. The advertising agency will monitor the reach of ads and the Coordinator will use that information to evaluate and make adjustments to the plans or messages to reach key audiences. Coordinator may organize events, informational meetings, write news releases and articles, interview grantees, donors or community members for stories, and actively engage in the community through organizations and nonprofit partners and associations to learn more about the philanthropic sector and our community.

The Coordinator will work as a vital team player to drive growth and help achieve the Foundation's mission, granting, and program goals.

The position reports to the Director of Donor Advising and works closely with the Grants and Programs staff and the CEO.

This is a full-time, exempt position. Occasional early morning, evening, and weekend hours may be required.

Primary Responsibilities:

Coordination & Oversight of Grant-Funded Communication Campaigns (70%):

Work closely with CEO and other team members and community partners to gather input from the community to influence a campaign (tactics, messages and images). Oversee the campaign and its budget to engage a marketing/ad agency to develop materials, key messages, and purchase media spots to meet the goals of the campaign. Track, report progress, and modify the campaign as needed to increase effectiveness.

Support Donor Development and Stewardship (10%):

- Work closely with the Director of Donor Advising and CEO to develop materials and support events to help cultivate donors and advisors.

Support Other Grants and Programs (5%):

- Work closely with the Grants and Programs team members to develop collateral materials and methods to promote programs and scholarships, and the organization's grant rounds.

Increase Positive Brand Awareness (15%):

- Works with the CEO, other staff, and a marketing agency to develop communications and materials as needed to build positive brand awareness including sponsorship ads, e-newsletters, website updates, social media and an annual impact report.

We are looking for someone with:

- Bachelor's degree in communications, marketing, or journalism preferred
- Bilingual (English and Spanish)
- At least 2 years' experience in marketing or communications
- Strong interpersonal skills and excellent customer service required
- Excellent writing skills with an emphasis on writing for the web and social media
- Ability to manage multiple projects and meet deadlines on time and with strong attention to detail
- Basic graphic design skills using Adobe Creative Suite and/or Canva
- The ideal candidate will be a team player who is energetic, organized, creative, and self-motivated and wants to join our team to make a positive difference in our community

To apply: Qualified candidates only please submit by email a letter of interest with a summary of qualifications along with your resume to: President and CEO, Yakima Valley Community Foundation @info@yakimavalleycf.org. In the subject line of the mail please state: Marketing and Communications Coordinator Candidate

Closing date: October 10, 2022

The Foundation offers competitive wages and a comprehensive benefits package including health insurance, dental insurance, eye care insurance, life insurance, and a matching 401(K) contribution. The minimum salary is \$45,500 and starting salary dependent on qualifications and experience.