



## **MARKETING COORDINATOR**

**Reports to:** Marketing Manager

**Department/Team:** Advancement Team

**Status:** Part-time; 20 hours per week; flexible schedule

### **AMAZING PLACE OVERVIEW:**

Founded in 1996 by visionary minister Rev. Dean Robinson from St. Luke's United Methodist Church, Amazing Place is a faith-based, state-licensed nonprofit organization governed by a coalition of 15 churches throughout Houston, Texas. At Amazing Place, we are dedicated to our core mission: **empowering lives disrupted by dementia**, with the ultimate vision of **ending the stigma of dementia**. This pursuit has led us to adopt a twofold approach:

1. Our **Day Program**, located in a state-of-the-art wellness center, offers Participants with mild to moderate dementia a place to thrive by providing the best in health, family, and culinary services in addition to an evidence-based, meticulously planned curriculum.
2. Our **Connections Program** provides a full range of free to low-cost education, training, engagement, and support opportunities for caregivers, health professionals, and communities throughout Houston.

### **MARKETING COORDINATOR DESCRIPTION/PURPOSE:**

We are looking for an experienced, creative, and reliable Marketing Coordinator to further our Amazing Place mission and vision. As the Marketing Coordinator, you will be responsible for 1) assisting in the development of Amazing Place's social media strategy and implementing that strategy, 2) managing our monthly print and email newsletters, and 3) developing PowerPoint slide decks for presentations, events, and educational programs.

The primary purpose of the Marketing Coordinator is to work collaboratively with the Marketing Manager and our Marketing and Public Relations consultants to increase brand awareness, develop brand loyalty, complement cross-channel marketing campaigns, ensure Day Program enrollment capacity, and promote Connections Program growth.

## **DUTIES AND RESPONSIBILITIES:**

- Assist in the development of Amazing Place's social media strategy and implement that strategy across all social platforms
- Define most important social media KPIs, track progress, and respond accordingly
- Develop a pipeline of engaging social media content
- Create text, image, and video content that drives customer engagement
- Proactively engage consumers across social platforms to drive favorable brand conversations and develop brand awareness and loyalty.
- Keep up to date with latest social media best practices and platforms
- Coordinate the production of Amazing Place's monthly print newsletter and email newsletter
- Develop and manage PowerPoint slide decks for presentations, events, and educational programs.

## **SKILLS, KNOWLEDGE, ABILITIES, AND CHARACTER:**

- Expertise in multiple social media platforms (especially Facebook and Instagram), including best practices for each
- In-depth knowledge of SEO, keyword research, and Google Analytics
- Detail-oriented
- Team-player
- Ability to effectively communicate information, ideas, and stories in verbal, written, and video form
- Ability to manage multiple projects at the same time, prioritize without much supervision, and consistently meet deadlines
- Ability to manage data and files in an orderly, systematic fashion
- Proficiency with Adobe Creative Suite (including InDesign, Illustrator, Photoshop, etc.) and/or the desire to develop proficiency across design/application software programs
- Proficiency with Microsoft Office (including PowerPoint, Word, and Excel)
- Familiarity with WordPress and Constant Contact
- A personal commitment to Amazing Place's faith-based values: respect, friendship, compassion, community, innovation, and excellence
- Demonstrates the necessary patience and temperament to work well with persons who have mild to moderate dementia
- A desire to empower lives disrupted by dementia and end the stigma of dementia

## **EDUCATION AND EXPERIENCE:**

- Bachelor's degree in related field **preferred** OR an equivalent combination of experience and education from which comparable and demonstrable knowledge, skills, and abilities have been achieved.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of Marketing Coordinator. The employee must occasionally lift and/or move up to 10 pounds. While performing the duties of this job, the employee is regularly required to reach with hands and arms and talk or hear. The employee is regularly required to stand, walk, and sit.

*The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will be expected to perform other related duties as assigned by their supervisor.*

To apply for this opportunity, please send your resume and a cover letter to [mvierling@amazingplacehouston.org](mailto:mvierling@amazingplacehouston.org)