

Marketing Coordinator

Purpose: To strengthen ZoeCare's reputation amongst potential patients and donors and increase patient numbers.

Description: The Marketing Coordinator implements and oversees ZoeCare's advertising and marketing efforts to patients and donors. He or she heads up ZoeCare's social media presence and online strategy.

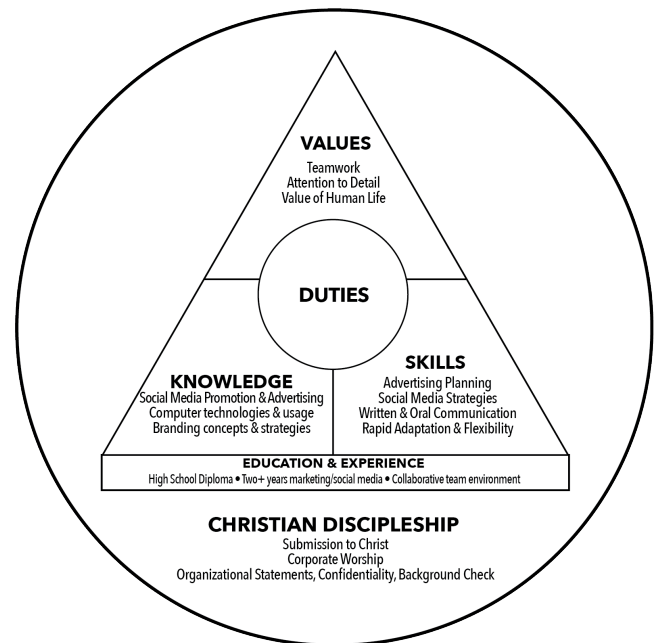
Reports To: Development Director

Weekly Hours: 16 (up to 20 hours on occasion)

Strategic Importance: The Marketing Manager promotes ZoeCare's message to patients and donors so that the organization can impact as many people as possible and provide the funds to do so.

Christian Discipleship: These core characteristics are required for all employees and volunteers.

- Submit to Christ's leadership and guidance.
- Participate in corporate worship at a local Christian church.
- Agree with ZoeCare's *Organizational Statements*, conform to and sign the ZoeCare confidentiality statement, and document completion of a Montana criminal background check.



CORE COMPETENCIES: Marketing Coordinator

Duties:

- Develop and implement strategies for ZoeCare to engage the community in regard to advertising to potential patients.
- Pursue new ways to build ZoeCare's brand recognition.
- Serve as liaison with vendors or churches on marketing-related matters.
- Assist Development Director in overseeing planning and promotion needed for events.
- Assist with preparing budgets and provide periodic progress reports for each marketing project.
- Keep track of advertising endeavors, including vendors, invoicing, and reporting.
- Prepare and modify advertising contracts as requested and approved.
- Assist Development Director in the creation and delivery of ZoeCare's monthly enews.
- Oversee all social media and online communication, making sure ZoeCare's online presence is kept up to date on the relevant services.
- Other duties as assigned.

Knowledge:

- Social media promotion and advertising.

- Computer technologies and usage.
- Branding concepts and strategies.

Skills:

- Advertising planning.
- Social media strategies.
- Excellent written and oral communication.
- Rapid adaptation and flexibility.

Values:

- Teamwork.
- Attention to Detail.
- Value of Human Life.

Education & Experience:

- High school diploma.
- Two+ years marketing and social media management experience.
- Experience working in collaborative team environment.