



Marketing Coordinator

LOCATION: Lifesong Office, Gridley, IL

REPORTS TO: Creative Director

STATUS: Full-time

FLSA: Exempt

BENEFITS: Yes

WORKS CLOSELY WITH: Creative Team and Lifesong Leadership

POSITION PURPOSE:

This Marketing Coordinator position advances the mission of Lifesong through implementing marketing strategies with Lifesong for Orphans' key constituencies (advocates, adoptive families, churches, current givers, potential givers, and board members). Working closely with the entire Creative Team, this position is responsible for coordinating Lifesong's marketing content and relationships to meet organizational marketing goals.

PRIMARY RESPONSIBILITIES AND DUTIES:

- Coordinate Email Marketing Initiatives
 - Implement e-communications and drip campaigns for givers and the general public
 - Manage email database
- Manage Digital Marketing Efforts
 - Assist with setting up, running, and evaluating Facebook and Google ads
 - Development of Landing Pages
 - Provide marketing support and feedback to key partners
- Coordinate Print Material Projects
 - Collaborate on the creation, production, and dissemination of printed publications for programs, development, and administration purposes (i.e. Year-End Giving Catalog, newsletters, program rack cards, and event postcards)
 - Coordinating/creating Direct Mail Lists
 - Support the development and execution of identity and collateral materials for major organizational initiatives
- Coordinate Lifesong Events
 - Assist with planning and management of annual events and conferences
 - Collaborate on event communications
 - Coordinate volunteers for multiple events
- Assist in Stewarding External Partnerships, Along with Marketing and PR Opportunities
 - Discover and evaluate potential marketing and PR partnerships
 - Coordinate marketing contracts and partner relations
- Miscellaneous Duties: Performs other duties, as assigned

REQUIRED SKILLS:

- Team-oriented with strong interpersonal communications skills
- The ability to be sensitive to and aware of intercultural dynamics within diverse teams
- Excellent written and verbal communication skills
- Creative thinking and problem-solving skills
- Ability to manage several projects at once
- Familiarity with Windows/Mac operating systems and Microsoft Office

- Ability to learn and leverage Lifesong's CRM (Salesforce) capabilities for Lifesong marketing initiatives

EDUCATION AND EXPERIENCE:

- Bachelor's Degree, preferably in marketing, PR, or communications
- 2+ years' of marketing, communications, media, or PR experience
- Digital marketing experience is preferred
- Experience in a non-profit setting is preferred

CONDUCT:

This position requires an active commitment to the mission, values, and statement of faith of Lifesong. In the course of performing job duties, Lifesong employees will act in a manner that is Christ-honoring, demonstrating a personal Christian faith and witness in all interpersonal interactions. Lifesong is also committed to safeguarding and promoting the welfare of children and program participants and expects all employees and volunteers to share this commitment. Conduct that demonstrates the values listed below are required of all Lifesong staff members.

Love God and His People, Serve with Humility, Steward Faithfully

WORKING CONDITIONS AND PHYSICAL DEMANDS:

- Tasks are normally conducted in a regular office environment requiring the use of computer and mouse and other standard office equipment.
- Employees will be required to travel and have a valid driver's license and passport.
- There are no specific job hazards, PPE, ergonomic concerns (beyond what was listed above), or transport of hazardous material.
- Employees may need to lift and move up to 35 lbs. on occasion.
- Employees are required to observe safety principles while performing the duties of the position.

DISCLAIMER:

This job description is intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of responsibilities, duties, and skills required of personnel in the classification. Work hours may be irregular including performing duties on evenings or weekends.