**Job Summary:** The Marketing Coordinator is responsible for coordination and immediate oversight of [CHC] marketing efforts, including printed materials, newsletters, [CHC]’s web site, as well as new forms of marketing. Overall functions include initiating a plan, working closely with staff and board, engaging with contractors, and ensuring internal alignment of materials. Supervision is provided by the [CHC] CEO with support from the COO.

**Essential Job Functions:**

1. Coordinate [CHC] marketing efforts in conjunction with the board/staff fund raising/marketing committee.
2. Assess current state of [CHC] marketing and support creation of a marketing plan.
3. Create and oversee distribution of marketing/advocacy materials, i.e., brochure, newsletter, annual report, etc.
4. Assure internal alignment of messages and materials including working with educational site, dental sites, medical sites, and all outreach personnel.
5. Oversee production of new materials and work with local graphic designers as needed (i.e., logo refreshing, mast head creation, web site redesign)
6. Maintain focus on web site needs, redesign, links, and updates.
7. Explore new media with respect to marketing options (Facebook, Twitter, etc.)
8. Consult in the area of donor development and assist in planning around fund development.

## Skills and Attitudes:

1. Ability to work with grace under pressure
2. Ability to work in a team and to share responsibilities and duties
3. Ability to resolve interpersonal conflict in a straightforward and timely manner
4. Ability to set priorities, be organized, and be a self-starter
5. Ability to be friendly, empathetic, and an adept communicator.
6. Experience working with limited resource population.
7. Ability to treat both staff and patients with respect

**Job Qualifications:**

* Background in marketing, messaging, brochure development required
* Background in donor development desired
* Exposure to the health care industry desired
* Work with non-profit staff and board members
* Excellent written and verbal skills

**Education:** Bachelor’s degree