

Title: Marketing and Communications Coordinator

Department: Administration

Status: Full-time, Exempt

Reports To: Executive Director

Supervises: None

I. Job Summary

Reporting to the Executive Director, the Marketing & Communications Coordinator is responsible for developing, implementing and executing strategic marketing plans for all communications, public relations, and collateral to consistently articulate Palama Settlement's mission.

II. Essential Duties

- a. Develop and execute a strategic Marketing Plan with measurable annual and multi- year goals to include:
 - Overall Marketing initiatives
 - Graphic design activities and creation of messaging & strategy
 - Media and advertisement placement
 - Lead design and creation for all Palama Settlement's special events
 - Photograph and document events
 - Updated "branding" (i.e., new design ideas for t-shirts, hats, etc.)
- b. Create marketing campaigns to support the mission of Palama Settlement
 - Write, design and execute copy for publications, newsletters, press releases and other materials as assigned.
 - Create and coordinate marketing strategies with corporate and community partners.
- c. Coordinate/supervise the marketing and communications materials including an annual report, collateral material, and other print publications; web, e-news social media and other online communications.
- d. Oversee the content of Palama Settlement's website to include:
 - Updating the website with relevant information
 - Ensure all materials posted on the website and social media are in keeping with Palama Settlement's brand.
 - Stay educated on the latest innovations in web management and design.
- e. Coordinate Marketing committee meetings.
 - Take accurate minutes of discussions and decisions and distribute finalized minutes to relevant parties.
- f. Coordinate and manage Public Relations initiatives in generating media for Palama Settlement, to include:
 - Creation and review of media releases
 - Oversee crisis communications
 - Monitor media hits in print, broadcast, online, radio, and community reactions
 - Place Palama Settlement in print, television, and electronic media.
 - Presence at community events; publicity, including public relations, advertising and collateral material design, production and distribution, and communication strategies.
- g. Create visual communications to convey messages in an effective and aesthetically pleasing manner.
 - Develop and design program brochures, flyers, signs, annual reports, advertisements, and other communication materials using technology, including computer software programs. Adobe Create Suite -including Photoshop,

Illustrator, InDesign, and more - is the industry standard and must be proficient with these programs

- h. Build strong relationships with vendors and business partners to ensure that cost-effects and cost-saving decisions for Palama Settlement is upheld.
- i. Assist the Executive Director, and/or Fund Development Personnel with the creation of donor and corporate informational packets for meetings and/or grant reporting as needed and/or requested.
- j. Perform other duties as assigned. This could include but is not limited to, assisting other departments with activities, projects, and special events.

III. Working Conditions

- a. Work Environment: Office environment, mostly sitting
- b. Work Hours: Flexible, mostly Monday through Friday 8:00am – 5:00pm; Occasional evening or weekend events
- c. Equipment Use: Computer, printer, scanner, fax, and other office equipment.
- d. Mental and Physical Demands
 - Must be able to deal with multiple tasks, interruptions, and deadlines.
 - Able to lift and carry up to 20lbs. and climb stairs.

IV. Qualifications

- a. Skills/Knowledge
 - Exceptional writing and speaking skills, communicating effectively and accurately.
 - Solid foundation in MS programs, Adobe's Creative Suite includes Photoshop, Illustrator, InDesign, and Internet Software.
 - Must be a team player, take initiative, and be flexible in assisting others to the best of their ability to ensure accurate work product.
- b. Education & Experience
 - Bachelor's degree from accredited college/university desired. Preferred degree in communications, journalism, marketing, or business administration. *Master 's degree preferred.*
 - 3-5 years' experience in Marketing and/or Communications
 - 3-5-year experience working in a non-profit agency in related position
- c. *Desirable Experience*
 - Ability to develop marketing concepts, start up, and manage new initiatives.
 - Working knowledge of diverse software applications and ability to use new software programs and databases with basic training.
 - Proficiency in all social media outlets.

V. Additional Requirements (certificates, license, etc. – if applicable)

- a. Valid Hawaii Drivers' License
- b. Auto Insurance and access to registered and insured automobile
- c. Current CPR/First Aid Certification (or ability to obtain certification within 6 months of hire date)
- d. Criminal background clearance
 - Hawaii Criminal Justice Data Center
 - National Sex Offender Public Registry
 - National Criminal History Database