



Putting Veterans First Since 1992
NEW DIRECTIONS *for* VETERANS

POSITION DESCRIPTION

TITLE	Marketing Communication Coordinator (MCC)
REPORTS TO	Director of Development and Development Manager
LOCATION	11303 Wilshire Blvd., VA Campus, Bldg. 116 – Los Angeles
TYPE	Non-Exempt, Regular Full-Time

HOW THIS POSITION SUPPORTS OUR MISSION?

The MCC works to create maximum visibility for the mission of New Directions for Veterans.
Plan, direct, or coordinate marketing policies and programs for the entire organization.

RESPONSIBILITIES

- Works under the direct supervision of the Director of Development and the Development Manager to support and implement marketing and communication strategies addressing key constituencies (board members, clients, partner agencies, donors, volunteers and potential donors and volunteers).
- Maintain all online communication vehicles including but not limited to organization's website, emails and email campaigns, and online social media including Facebook, Twitter, and Instagram etc.
- Responsible for executing marketing and communications to promote a positive image among New Direction for Veterans various audiences and advance development efforts by positioning New Directions for Veterans as the identified expert in veteran's issues in Southern California.
- Produces consistent, coordinated messages with a high standard for external communications all in support of ongoing operations, programs and development including but not limited to a newsletter, brochures, information kits, fundraising and donor volunteer relations materials, event invitations, press kits, social media, print and electronic media.
- Manage media projects, including press release and announcements, generate story line opportunities utilizing new media and transitional outlets.
- Attend events as needed
- Ability to work some weekends and nights.
- Develop yearly communications calendar for Social Media and Develop marketing strategy
- Confer with other departmental heads and staff to coordinate activities
- Direct and coordinate activities including volunteers and staff
- Communications and Media - Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media. Oversee execution of media events, programs and develop policies accordingly
- Conduct research surrounding veterans' topic and other veteran organizations websites and social media.
- Responsible for the creation of all marketing and promotional materials
- Responsible for increasing follower in all Social Media platforms.
- Responsible for overall Social Media presence.
- Along with the Director of Development and Development Manager create a calendar of important military dates, national holidays, religious dates, important human issues and important news and other issues and/or events.
- Ability to think out of the box and be creative.
- Other duties as assigned

REQUIRED SKILLS

- Ability to effectively solve problems and carry out responsibilities under general supervision.

- Results oriented with a passion for creativity
- Possess excellent organization skills
- Able to take initiative and follow through
- Be detail oriented orientated with an ability to set priorities while meeting deadlines
- Ability to maintain a professional attitude, conduct and appearance at all times.
- Ability to work under pressure
- Proficient in office and creative software including: Adobe Photoshop, Word Press PowerPoint, Word, Publisher, Excel, Outlook File Maker Pro and Raisers Edge.

EDUCATION & EXPERIENCE

- Bachelor’s degree in Marketing, Advertising, Communication or a related field.
- Experience working in and/or with non-profit social services agency.

OTHER REQUIREMENTS

- Provide employment eligibility verifications
- Complete a background screen and drug test
- Possesses a valid California Driver’s License and proof of insurance
- Provide annual evidence of a Tuberculosis test
- Complete bi-annual CPR Training
- Provide proof of COVID Vaccinations

WORK ENVIRONMENT AND PHYSICAL DEMANDS

- The employee may be in contact with individuals and families in crisis who may be ill, using alcohol and drugs, and who may not be attentive to basic personal hygiene, health and safety practices. The employee must be ready to respond quickly and effectively to many types of situations, including crisis situations and potentially hostile situations.
- The noise level in the work environment is usually moderate in an office setting. Sometimes based on deadlines work may become stressful.
- 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.
- This is sedentary work in an office setting. While performing the duties of this job, the employee is frequently required to stand, sit, walk, stoop, talk, hear, reach above and below shoulders; use hand and finger dexterity, keyboarding and making and receiving telephone calls. The employee may be required on occasion to lift and or carry up to 20 lbs.
- Occasionally the employee will be required to perform work out of the office meeting clients at apartment buildings or other facilities, attend events, networking group meetings, donation pick-up and other as needed.

JOB DESCRIPTION ACKNOWLEDGEMENT

I have received, reviewed and fully understand the job description for Marketing & Communications Coordinator. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.

Employee Name _____

Date _____

Employee Signature _____

New Directions for Veterans is an "equal opportunity employer". We will not discriminate and will take "affirmative action" measures to ensure against discrimination in employment, recruitment, and advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the bases of race, creed, color, national origin, or sex.