



Coordinator of Marketing and Communications Job Description

Classification: Exempt
Department: Marketing and Communications
Reports To: Executive Director
Location: San Antonio, TX.

Summary/Objective

The Coordinator of Marketing and Communications is responsible for marketing Project QUEST by developing and implementing marketing and advertising campaigns; maintaining promotional materials inventory; maintaining databases on social media platforms; preparing reports.

Essential Functions

To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. Reasonable accommodations may be made to perform these essential functions.

1. Oversees all marketing and communication efforts.
2. In concert with the Executive Director, responsible for branding of Project Quest, Inc. and all communication platforms for the organization.
3. Conducts market research and evaluations to ensure that all public relations programs are perceived positively by constituents with specific emphasis on donors and prospective donors.
4. Plans and oversees all Project QUEST marketing and social media, including Website, Facebook, Twitter, Instagram, YouTube, Constant Contact, and others.
5. Develops effective strategies to enhance Project QUEST's image and branding and fund development.
6. Analyzes the needs and opportunities for public relations programs, develops recommendations for annual public relations plan to enhance and advance the mission, goals and objectives of Project QUEST.
7. Oversees the development, implementation and distribution of press releases, public service announcements, news articles and other publicity and public relations materials.
8. Perform other duties as assigned.

Qualifications

The requirements listed are representative of the knowledge, skills, and/or ability required.

Competencies

1. Working knowledge of employment and training programs, federal, state and local regulations, as well as social services available in the area.
2. Basic familiarity with computers, including data entry and basic commands; knowledge of Microsoft Word and Excel software is highly desirable.

Supervisory Responsibilities

This position has no direct supervisory responsibilities.

**Work Environment**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

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.

This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bending or standing on a stool as necessary. This position requires the ability to occasionally lift office products and supplies, up to 20 pounds.

Position Type/Expected Hours of Work

Some flexibility in hours is allowed, but the employee must be available during the “core” work hours of 8:00 a.m. to 5:00 p.m. and must work 30 hours each week to maintain full-time status.

Travel

Limited travel required for this position.

Required Education and Experience

Bachelor's degree in Marketing, Communications, Advertising, or Public Relations with minimum 2 years of experience. Knowledgeable in social media platforms, proficient in Microsoft Office.

AAP/EEO Statement

The above statements are intended to describe the general nature and level of work performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, skills required of personnel so classified. Duties, responsibilities and activities may change at any time with or without notice.

Project Quest is an equal employment opportunity provider.

To apply:

Email a resume and cover letter to adriana@questsa.org by 8/31/18.