

Marketing and Communications Coordinator

TOMAGWA HealthCare Ministries is looking for a self-motivated marketing and communications coordinator with experience handling both internal and external business communication and donor relations. The ideal candidate will be eager to tackle the challenges of developing content that helps build brand recognition. Generating messaging about existing and new service lines to help inform the community of the many services and opportunities for partnerships. Top candidates will be skilled at creating engaging content that keeps stakeholders informed about business decisions. The ability to communicate effectively in written and oral communications is a must. TOMAGWA's marketing and communications coordinator will be its spokesperson.

Marketing and Communications Coordinator duties and responsibilities

- Assist in writing grant proposals and developing event opportunities.
- Research and identify prospective new donors and proactively initiate sponsorship and funding.
- Assists in helping management in the development of fundraising goals and works to achieve and surpass these goals.
- Assist in the cultivation and stewardship of perspective and existing donors.
- Develop communications strategies and reconcile related marketing budgets.
- Write copy for all initiatives, including marketing, donor, volunteer and internal communications.
- Create marketing strategies that build loyalty programs, brand recognition and customer satisfaction.
- Conducting research to analyze competitive landscape, market trends and customer behavior and preparing reports by collecting, summarizing and analyzing data.
- Supporting the Sr. Director of Development in establishing and evaluating a marketing strategy and plan by analyzing and assembling funding forecasts, updating calendars and organizing and planning promotional presentations.
- Communicating campaign deliverables, objectives and timelines to their team while providing instructions for promotion or use.
- Planning and managing trade shows, conferences, events and meetings by identifying, coordinating and assembling requirements, developing assignments and schedules, coordinating mailing lists and establishing contacts.
- Maintaining an inventory and directory of collateral, making sure all resources are accurate and current while coordinating new material creation as needed.
- Continually seeking and researching new sources of prospective partners while providing recommendations to development leadership.

- Create and manage release dates for recurring publications.
- Manage projects to ensure content is publication-ready and in by the deadline.
- Create and send out press releases for updates and new services.

Marketing and Communications Coordinator skills and qualifications

The Marketing and Communications Coordinator will use a variety of soft skills and industry knowledge to manage their tasks effectively and provide the most comprehensive support to the development department, which include:

- Strong written and verbal communication skills to articulate clearly with various departments including graphic design, public relations and advertising, as well as vendors, contractors and freelancers.
- Excellent interpersonal skills for representing organizations in public, during media events and product launches, product demonstrations and while participating at trade shows.
- Project management experience and time-management skills for juggling numerous time-sensitive projects simultaneously.
- Good computer skills for generating reports, viewing marketing and donor metrics, extracting data and sharing this information with other team members in project updates. Working knowledge of basic computer applications, programs and features is a must with experience in web page development or graphic design.
- Having the ability to provide information on previous campaigns, projects and timelines overseen and implemented in order to demonstrate overall capabilities.
- Strong presentation and communication skills
- Excellent organizational skills and the ability to meet deadlines
- Demonstrated ability to use social media channels effectively to deliver marketing content
- Experience creating targeted content that generates measurable ROI

Marketing Coordinator education and training requirements

Associates Degree or 2+ years of experience required. Bachelor's degree preferred. in Marketing, Communications, Development or similar field.

Must be experienced in graphic design, marketing or advertising Individuals should also have solid experience in managing and leading SEO/SEM, website management, donor database

management, display advertising, social media, email and marketing database campaigns and working knowledge of JavaScript, HTML and CSS development and constraints.