



Project Angel Heart Seeks Marketing Coordinator

Organizational Mission: Project Angel Heart improves health and well-being for people with life-threatening illnesses by preparing and delivering medically tailored meals throughout both Metro-Denver and El Paso County and promoting the power of food as medicine.

Position Summary: Position coordinates communications projects with emphasis on email marketing, social media, website management, and print collateral.

Amount of Time and Status: Full-time, exempt; 40 hours per week, Monday-Friday

Reports to: Director of Marketing & Communications

Essential Responsibilities Include:

- Maintaining an active and robust social media presence by creating and posting content, images, links, and events, and engaging in social media conversations with constituents
- Using creative and technical skills (including limited HTML) to build and send email campaigns, newsletters, and other communications
- Developing concise, compelling content for use in appeals (print and electronic), blog posts, acknowledgement letters, email, newsletters (print and electronic), and other
- Empowering and educating staff members to create and contribute valuable, relevant content for blog posts, photos, etc., and editing staff content contributions for publication (as needed)
- Maintaining agency website by creating and editing pages, posts, images, calendar events, etc.
- Building and maintaining digital fundraising campaign sites/pages for specific campaigns
- Using basic reporting tools (including Google Analytics) to analyze metrics, and using that data to create and/or refine strategies for specific communications vehicles (social, email, etc.)
- Working with outside vendors (including designers, printers, photographers, etc.) to maintain brand integrity, ensuring projects are completed on time and within budget
- Assisting with media relations efforts, including writing and editing copy for print/online materials, press releases, PSAs, and media pitches, as well as coordinating on-site interviews, photoshoots, etc.
- Working with staff to ensure that brand identity and voice are used consistently throughout the organization
- Other tasks as assigned, including various administrative tasks as needed

Required Qualifications:

- At least one year of experience in a marketing and communications role (may include media relations, creation/production of collateral materials, website and social media management, marketing/communications strategy)
- Exceptional writing, grammar, and proofreading skills

- Ability to write persuasively and creatively, tailoring writing tone and content to audience
- Exceptional attention to detail
- Experience working with graphic designers, printers, photographers and other vendors
- Experience working with website content management systems, email marketing platforms, and project management software strongly preferred
- Experience working with Adobe Photoshop, InDesign, Illustrator, Blackbaud's Raiser's Edge software, Luminare Online, and Microsoft Office suite preferred
- Ability to create and consistently maintain information organizational systems
- Ability to prioritize a varied workload, working efficiently under reasonable deadlines
- Ability to conceptualize multi-step processes, effectively coordinate with co-workers as necessary, and independently pursue projects to completion
- Ability to self-monitor working pace and rearrange priorities based on deadlines
- Strong work ethic, dependability, and trustworthiness
- Willingness/ability to maintain confidential information and work with diverse populations
- Valid Colorado Driver's License and own transportation preferred

Working Environment/Physical Activities:

Work environment is an office setting. Physical activities include: sitting at a desk and working on a keyboard and computer; conducting business over the telephone and via email; and using a fax, copy, and scanning machine. Position will require driving a vehicle, interfacing with the public, and public speaking on occasion. Meetings may require standing for long periods of time.

Compensation:

Project Angel Heart offers competitive benefits, including comprehensive health insurance options, long-term disability and life insurance, medical, parental and family leave benefits, generous paid time off, wellness and meal benefits, employee assistance and perks programs, and matching retirement fund after one year of employment. Pay will be commensurate with experience.

Application Procedure:

Please submit resume and cover letter with accurate contact information via email only to jobs@projectangelheart.org. No phone calls, please. Promising candidates may first be contacted via e-mail. Project Angel Heart values diversity and inclusivity, and is thus always looking to diversify staff with an eye toward race and ethnicity, sexual orientation, gender, age, etc. Candidates who bring such diversity are encouraged to apply. Target start date: Immediately