



MARKETING COORDINATOR

Reports To: Executive Director

JOB SUMMARY:

The Marketing Coordinator is responsible for spearheading, developing and implementing the Cancer Foundation for New Mexico (CFFNM's) marketing activities and events.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Develop and implement overall marketing strategies, timelines and budgets to increase Foundation revenue and engagement.
- Execute all traditional marketing activities including media buys, print media, press releases, direct mailings and oversee collateral design.
- Responsible for developing, printing and mailing all marketing materials related to all events and fundraising campaigns for the Foundation.
- Oversee social media accounts & communications; ensure strategic social engagement, and consistent messaging on the CFFNM website.
- Write and design monthly email marketing newsletters and weekly email marketing campaigns leading up to events.
- Schedule and coordinate photographers and videographers to update CFFNM marketing assets.
- Create video(s) for the Sweetheart Auction, year-round endowment and planned giving opportunities.
- Coordinate efforts with Development Dept. to target specific traditional print and social media outlets to raise awareness and increase giving opportunities for both businesses and individuals.
- Coordinate with Executive Director and Board of Directors for the planning, organizing and budgeting of all marketing for the Foundation.
- Provide support and other duties as assigned.

REQUIRED QUALIFICATIONS (INCLUDES EDUCATION, SKILLS AND EXPERIENCE): *The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- A Bachelor's degree in Marketing is required; however, a Master's degree in Marketing is preferred.
- 5-6 years of work experience.
- Experience in leading corporate or nonprofit traditional and digital marketing efforts.
- Experience in planning and execution of large nonprofit community events.
- Excellent interpersonal and communication skills.
- Evidence of a collegial and collaborative work style and the ability to work as part of a team.
- Strong organizational skills and a high attention to detail.
- Ability to prioritize and handle multiple tasks and meet deadlines.

NEEDED ATTRIBUTES or CORE COMPETENCIES:

- Be a team player and be able to work with a diverse group of people.
- Be able to work with a high level of work ethics and integrity.
- Be self-motivated and require little to no supervision.
- Be able to maintain a high level of confidentiality
- Be able to multi-task and handle multiple deadlines.

WORKING CONDITIONS AND PHYSICAL EFFORT: *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.*

- While performing the duties of this job the employee is regularly required to sit, stand, walk, talk, listen, and reach with hands and arms.
- This position requires frequent manual dexterity in combination with eye/hand coordination such as keyboarding, handling of equipment, use of calculator, etc.
- While performing the duties of this job the employee is occasionally required to climb or balance, stoop, kneel, crouch, or crawl.
- Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus.
- The employee must regularly lift and move up to 25 pounds and occasionally lift and/or move up to 50 pounds.
- The noise level in the work environment is usually low to moderate.
- The work environment involves moderate exposure to unusual elements, such as extreme temperatures, dirt, dust, fumes, smoke, unpleasant odors, and/or loud noises.
- Travel locally, to Albuquerque and to Northern NM will vary.

I have read and understand the above job description. I verify that I meet the required qualifications and am able to perform the essential functions and responsibilities of this job description.

Full Name (printed)

Signature

Date