



## **POSITION DESCRIPTION**

### **Marketing & Communications Coordinator**

Reports to: Marketing & Communications Coordinator      Position Status: Non-exempt

Supervises: No one

Effective Date: 2/16/23

#### **GENERAL SUMMARY**

The Marketing and Communications Coordinator is responsible for content production and administrative support to further the mission of Northwest Kidney Centers in line with the goals of the Marketing, Communications and Community Relations team.

#### **DUTIES AND RESPONSIBILITIES**

1. Provides content creation support and design, and distribution coordination for a variety of marketing communications deliverables including social media, press releases, blog posts marketing and fundraising emails, website content, internal and external newsletters, and other materials.
2. Administers department marketing calendar, as assigned. Monitors schedules, production and distribution arrangements and other details to ensure timely completion and quality control of marketing communications activities.
3. Supports the execution of communications plans across multiple topics in conjunction with stakeholders and colleagues.
4. Acts as a departmental lead on email marketing efforts including content creation, list coordination, and reporting, to maximize audience engagement.
5. Manages department photo and video assets using digital asset management system. Coordinates with photography and video resources.
6. Provides support for the planning and execution of events within the organization.
7. Administers marketing budget(s), as assigned.

8. Must have the ability to analyze engagement analytic and provide accurate data.
9. Must be creative, actively engaging, and collaborative with ideas.

### **CUSTOMER SERVICE STANDARDS**

Staff is responsible for demonstrating good customer service and professionalism.

1. **CONSIDERATION:** Greet customers promptly; show courtesy; recognize customer's needs; respect privacy.
2. **CONCERN:** Listen to customers; express appreciation, be non-judgmental; take responsibility.
3. **CONFIDENCE:** Show a positive attitude; take personal initiative; inform; educate and reassure; provide prompt follow-up.
4. **CONDUCT:** Hold appropriate conversations; maintain a professional appearance; establish teamwork; show professional competency.

### **JOB CONDITIONS**

Must be able to communicate effectively in English over the telephone, in writing, and in person. Duties and responsibilities are performed in an office environment. Requires excellent written and oral communication skills, strong interpersonal skills, and the ability to multi-task in a dynamic work environment. Must have proven ability to manage multiple projects in a collaborative environment as well as prioritize needs based on priorities and feedback. Requires the ability to receive and respond to guidance and feedback from co-workers and supervisors.

Physical activities require the ability to stand, walk, stoop, kneel, crouch, reach, lift; fingering, grasping, talking, hearing, and repetitive motions of hands, wrists, and fingers.

Physical requirements include the ability to lift/move objects weighing up to 50 pounds occasionally, and up to 25 pounds frequently. The individual in this position operates the phone, computer, copier, and other office equipment as required. Demonstrated skills in Microsoft Office Products and knowledge of clinical software programs are required.

### **EDUCATION AND EXPERIENCE**

Bachelor's degree, or combined experience/education may substitute for minimum education. Requires 4 years' experience in marketing, publications, public relations, business administration, communication, advertising, or related field experience. Must be able to work and collaborate with a hybrid team and be passionate about communications and eager to take innovative

approaches to communications. Preferred to have familiarity with AP style and using content style guides and some familiarity with email marketing and SEO.

**The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not to be considered as an exhaustive list of all job tasks performed by people so classified.**

**REVIEW AND APPROVAL**

Stephanie Petto

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Vice President of Marketing & Communications      Date

2/17/23



2/21/23

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Vice President of Human Resources/CHRO

Date