



# Job Description

POSITION TITLE: Marketing & Communications Coordinator  
REPORTS TO: Executive Director  
STATUS: Full-time, Exempt, Regular  
POSITIONS SUPERVISED: None  
SALARY GRADE: On file

**PURPOSE:** As a member of the development team, supports the organization in the creation and implementation of strategies for building, growing, and managing the brand of Camp Fire Green Country (CFGC). Responsible for website design and maintenance, social media platforms, maintaining Camp Fire brand and messaging, and fundraising event logistics. Represents CFGC to internal and external stakeholders including the Board of Directors, community partners, and funders.

## ESSENTIAL FUNCTIONS:

- Creates and executes external communication strategies for all stakeholders (social media, website, media, email campaigns, newsletters, etc.)
- Designs materials, correspondence, presentations, and printed materials necessary to carry out solicitation, cultivation, and stewardship efforts and program events and campaigns
- Manages all logistics and details for fundraising and point-of-entry events including but not limited to design, print, vendors, guest logistics and communication, media, and event budgets
- Serves as campaign chair for internal United Way employee campaign and Day of Caring
- Assists in serving as a spokesperson for CFGC in public speaking and networking opportunities (United Way presentations, special events, board presentations, community and partner participation events, etc.)
- Ensures consistent Camp Fire brand, messaging and standards are maintained throughout CFGC
- Actively participates on fundraising and/or marketing committees via Board of Directors, Camp Fire National Office, or community partners, as requested.
- Assists and supports Executive Director in all aspects of resource development, marketing, and communication strategies.
- Performs other tasks as assigned

## DESIRED QUALIFICATIONS:

- Understanding of the latest marketing and communications tools, channels, and strategies
- Proficiency with the management, execution, and tracking of multiple projects simultaneously
- Demonstrated competence in organization; meeting timelines and deadlines including balancing multiple needs and interests; and attention to detail
- Able to be held accountable for meeting goals; willing to be cross-trained in other resource development and nonprofit administration aspects
- Possesses constructive conflict resolution skills
- Able to work independently and as part of a team
- Personal characteristics – self-motivated; well organized; willingness to try new ideas and methods; demonstrated flexibility; ability to remain calm and courteous under stress; enjoys challenge and change; resilient; dependable and punctual; able to be held accountable for meeting high performance standards; uses personal initiative and acts proactively in the best interest of the council
- Computer proficiency including Microsoft Office Suite, Adobe, graphic design, website design/maintenance, email and social media platforms

- Bilingual (Spanish/English) a plus

REQUIREMENTS:

- Committed to working as part of a diverse and inclusive team
- Bachelor's degree in relevant discipline, such as: business or communication or equivalent minimum of at least two years relevant work experience
- Attendance at 5-7 CFGC events per year on weekends or evenings
- Excellent verbal and written communication skills with confidence in public speaking
- Ability to work in excess of 40 hours per week on occasion, some evenings and weekends; available for occasional overnight travel
- Ability to carry and move objects weighing up to 50 pounds; able to reach, stoop, climb, kneel, and move freely in such locations as outdoor camping sites and storage areas
- Able to meet Council employment requirements including acceptable outcomes on background and reference checks, personal auto insurance verification and acceptance by Council auto insurance (must be at least 21 years of age)