



Title: Marketing and Communications Coordinator

Date: November 2019

Department: Marketing and Communications

Reports To: Content Marketing Manager

MISSION

Can Do Multiple Sclerosis transforms lives! We deliver health and wellness education programs on exercise, nutrition, symptom management, and motivation to help families with MS thrive.

POSITION SUMMARY

The Marketing and Communications Coordinator will work collaboratively across all departments within the organization to support current marketing and communications efforts and bring new and creative ideas to the table. This position will work closely with the Content Marketing Manager to execute marketing and communications projects across a broad range of media and platforms including social media, email, web, printed collateral, and more. The right candidate for this job will have a love for all things digital, have experience crafting engaging content, and be able to adapt to changing priorities and tight deadlines.

RESPONSIBILITIES

- In partnership with the Director of Marketing and the Content Marketing Manager, develop, draft and execute an annual marketing and communications plan that encompasses social media, print and digital content, and email marketing.
- Responsible for the implementation of social media strategy including content development, posting, and analytics.
- Manage website including the creation of engaging digital content, site maintenance, and analysis of web traffic.
- Assist in the writing and editing, distribution, and maintenance of high-quality print and electronic collateral that leads to measurable action in support of organizational goals including, but not limited to, emails, newsletters, social media, advertising, fundraising appeals, brochures, flyers, fact sheets, presentations, and videos.
- Provide graphic design support for print and electronic collateral.
- Manage, develop, and deploy donation forms, event registrations, and campaigns within TeamRaiser and Luminare.
- Support Can Do MS internal communications including business cards, presentations, and reports.
- Identify photography and video needs to enhance marketing assets, assist in filming and photography, and oversee archiving of all digital assets.
- Collaborate with external Can Do MS marketing partners to create and implement special initiatives.
- Function as the primary contact with vendors including designers, web developers, printers, et al.
- Serve as point-of-contact for guidance, assistance, and questions related to the website.

REQUIRED QUALIFICATIONS

- Bachelor's Degree in Marketing, Communications, Journalism or a related field
- Two (2) years of professional-level experience performing communications and/or marketing
- Proficiency with Adobe Illustrator, InDesign, and Photoshop
 - You can edit photos, create graphics, and lay out basic reports/publications with ease
 - You have a strong understanding of web and print colors and how to prepare press-ready files
- One (1) year experience with email marketing and software (Constant Contact, Mailchimp, etc.)
- Two (2) years of experience of social media content creation and strategy
- One (1) year experience minimum with paid social media advertising
- Prior content management system (CMS) experience
- Is a storyteller who can target a message for an audience
- Strong knowledge of Associated Press (AP) style guidelines

PREFERRED QUALIFICATIONS

- Experience using digital analytics and KPIs to drive the business, Google Analytics preferred
- Working knowledge of HTML/CSS

COMPETENCIES

- Multi-tasker and can successfully manage a variety of key initiatives concurrently
- Can be trusted to work independently but knows the value of a team collaboration
- Provide high-quality external and internal customer service
- Pursues training and development opportunities

PHYSICAL DEMANDS

- Must be able to lift 25 pounds or more (may be required for event setups).
- Cross-country travel (3-5 times per year) required to attend fundraising events and programs.

WORK ENVIRONMENT

- Exposure to a normal office environment, with occasional outside travel.

TO APPLY

Send a cover letter and resume to Alisa Santiesteban, alisa@CanDo-MS.org. Subject line: *Marketing and Communications Coordinator*. Incomplete submissions will not be considered.