



GOOD WILL-HINCKLEY
Educating Youth. Changing Lives.

Marketing and Communications Coordinator

Good Will-Hinckley is looking for a motivated and energetic individual to join the Development Department. The Marketing and Communications Coordinator's basic function is to oversee all marketing and communications efforts including, but not limited to, special events, marketing materials, press releases, newsletters, social media management, grants, etc. The position will plan activities for the organization such as media, promotions, website coordination and collateral materials. This position also develops materials to deliver the organization's messages to the public and the media

Duties and Responsibilities

Marketing and Communications:

- Responsible for planning, developing, producing, and delivering marketing and communications materials.
- Manage development, production, and distribution of promotional and collateral materials.
- Develop and oversee the communications calendar to ensure timely execution of the program.
- Use/manage social media, constant contact and other resources to create and send information, emails, newsletters, etc.
- Prepare correspondence/mailings for appeals, letters and flyers, return envelopes, invitations, newsletters, brochures, "thank you cards", etc.
- Create e-blasts for monthly updates, events, and for other programs at GWH; website design of donor pages and events pages; online fundraising.
- Work with the Development Team to develop a strong case for support.
- Participate in budget development and support budget management.
- Prepare written materials including marketing copy, business communications, reports, and other written material, as needed.
- Write and distribute press releases.
- Be responsible for ensuring accuracy in information and proofreading.
- Analyze marketing and communications programs and make recommendations to adjust strategy and tactics to increase effectiveness.
- Events and Development:
 - Assist in planning, managing and implementing successful strategies for fundraising and special events.
 - Assist in all fundraising and special events.
 - Contribute as a member of the grant writing team in the development of grants to Federal, State, and private resources.

- Represent GWH at community events such as Business-to-Business, Rotary, and Common Ground Fair. Provide speaking presentations to civic groups about Good Will-Hinckley and all its programs.
- Propose new ideas to improve the event planning and implementation process.
- Work with the Development Assistant to oversee the volunteers, alumni and friends of Good Will-Hinckley.
- Complete special projects as assigned by the President/Executive Director.
- Report all incidents of work-related accident/illness within 24 hours; maintain a safe work environment; ensure that a safe environment is maintained in the workplace by adhering to all safety rules and requirements (Safety Policies) and report any safety hazards to immediate supervisor.
- Demonstrate awareness and sensitivity to the cultural and socioeconomic characteristics of the service population.
- Other general duties as determined by the President/Executive Director.

Qualifications:

- Bachelor's Degree, preferably in communications, business, marketing or other related field or demonstrated work experience or training in these areas.
- Excellent communication skills, both written and oral; ability to influence and engage a wide range of constituents and build long term relationships.
- Skilled in creating powerful, compelling written and oral communications for marketing/fundraising. Ability to convey complex ideas through brief, simple materials. Experience and credibility when presenting materials to external audiences.
- Management of social media.
- Savvy in the use of Microsoft Office Suite, Adobe InDesign, Constant Contact, Social Media and Fundraising Databases. Preferred
- Ability to travel, in and out of state, as necessary.
- Satisfactory reference, background and health checks.
- Must have a valid Maine driver's license

Benefits include health, dental, long-term disability, and life insurance, Maine State Retirement and 401K; Earned Paid Leave, and recognized holidays.

Interested applicants please submit a cover letter, updated resume, copy of license, three letters of reference and a completed application using the "GWH Employment Application" which can be downloaded from our website at <https://www.gwh.org/employment-opportunities> to:
mail to Human Resources, PO Box 159, Hinckley, ME 04944.

Please reference "Marketing & Communication Coordinator" in the subject line or cover letter in your correspondence.

We are an equal opportunity employer.