

Communications and Outreach Coordinator

We are currently seeking a Full - Time Communications and Outreach Coordinator. Please send application, cover letter and résumé to Katie at katie@trm.org. For more information, visit our web site at www.trm.org

Rescue Mission Purpose, Vision and Value Statement

The Rescue Mission is a Christian non-profit organization that has been offering God's help, hope, and healing to the most impoverished members of our community since 1912. Our goal is to help everyone we work with become a fully contributing member of the community.

All Mission programs and services are based on Christian values and a commitment to quality. Clients are our primary focus, treated with dignity and compassion; relationships are built on love and trust; integrity is never compromised; service is measured for efficiency and effectiveness; and teamwork and trust are basic to our working relationships.

TRM is a Christian, faith-based organization and legally similar to a church. Employees will be hired and retained consistent with laws related to religious institutions.

Job purpose

Works with the Community Engagement department in creating and implementing an integrated communications system that supports the Mission's brand, image and messaging. Responsible for the execution of the Mission's communications and outreach strategies with the primary goals of educating the public, broadening awareness and increasing the engagement of external constituents with the Mission.

Qualifications

Required

- Excellent written and verbal communication skills
- Strong interpersonal skills
- Ability to handle and prioritize multiple tasks while maintaining commitment to deadlines
- Proficiency in Microsoft Office Suite
- Resourcefulness, creativity and strong problem-solving skills
- Understanding and experience using social media, specifically Facebook and Twitter

Preferred

- Bachelor's degree + 2 years of related work experience, preferably in communications, marketing or PR (additional work experience may qualify in place of degree)
- Working knowledge of Adobe Creative Suite
- Experience with WordPress and other online communications platforms

It is The Rescue Mission's policy that all persons are entitled to equal opportunity in employment, as guided by the Mission's faith-based purposes and values. The Rescue Mission's personnel policies and practices are administered without regard to race, color, gender, ancestry, national origin, age, physical or mental disability, military or veteran status, or any other bases prohibited by applicable federal, state or local laws. Rev. 5/1/2017

- Experience with email marketing services

Duties and responsibilities

Culture Work

- Establish professional, caring, strengths-based relationships built on truth, respect, encouragement and trust.
- Maintain a high level of integrity in modeling and promoting the Mission's core values and culture standards.
- Skillfully help to lead, develop, promote and sustain a spiritual climate within The Rescue Mission in keeping with our purpose, calling and culture.

Team Work

- Help establish department strategies, policies and priorities
- Advise the Sr. Director of Community Engagement in matters related to communications, marketing and outreach activities of the Community Engagement department
- Proactively assist as necessary in the overall success of the Mission

Direct Work

- Serve as Liaison between organization and contracted marketing agency, reviewing and providing feedback on all print and digital materials.
- Collect and distribute stories about projects, programs, clients, and staff in both written and video forms.
- Maintain and update the Mission's website, social media platform, monthly e-newsletters, and other online communications channels.
- Develop collateral material for marketing purposes; work with design professionals...
- Prepare, send and track all e-appeals and e-touches and submit results in a monthly report.
- Track and manage Key Performance Indicators related to all communications vehicles, including: website traffic, social media presence, email analytics, etc.
- Create and maintain email groups in email market service to improve strategic communications with donors.
- Proactively identify media opportunities and implement campaigns around key programs and issues, including monitoring media cycles and updating media lists.
- Represent the Rescue Mission in community at community fairs, trade shows, and other outreach events; assist volunteer manager.
- Develop Press releases, as needed
- Research and implement best practices for new technology integration.
- Perform other duties as requested by the Sr. Director of Community Engagement.

Working conditions

Office setting; mostly sedentary; extended computer use; sit for long periods of time; subject to deadlines; flexible, high pressure and stressful situations.

Physical requirements

No physical restrictions apply to this position provided that the employee is able to satisfactorily complete the above-mentioned duties and responsibilities.

Direct reports

None