



Communications and Marketing Coordinator Job Description

Hours per week	40 hours/week
Supervised by	Development and Volunteer Director
Location	Eugene, Oregon
Starting wage range	\$23.60 - \$24.10, depending upon qualifications

Relief Nursery provides comprehensive family support services that are easily accessible to families who are raising children birth through five years of age and who are experiencing high levels of stress. We provide early intervention that centers on building successful and resilient children and strengthening parents. Our staff work as a team to provide a unique array of support, from therapeutic classrooms and outreach programs, to parenting education, substance use disorder recovery support and more.

Overview and Responsibilities

The Communications and Marketing Coordinator develops and grows Relief Nursery's marketing and public relations; social media, newsletters; third party fundraising; Leadership Board volunteer activities; and the Monthly Giving Program. The Communications and Marketing Coordinator also supports Development staff during all major fundraising events.

Duties include:

- ◆ Create, manage and grow public awareness of Relief Nursery's programs, fundraising and volunteer opportunities, using available resources
- ◆ Represent Relief Nursery at community networking events and public speaking engagements
- ◆ Create connections with organizations like Eugene Active 20-30 Club, Rotary, Eugene Young Professionals, Chambers of Commerce, etc. to further Relief Nursery's position in the community
- ◆ Engage the local community with tours and information about Relief Nursery
- ◆ Build, maintain and expand relationships with traditional media contacts in television, radio, and print, including content creation, interviews and press releases
- ◆ Create content and manage scheduling and publishing of all social media posts and email blasts to further awareness and community engagement
- ◆ Design and contribute content to three print newsletters each year
- ◆ Coordinate basic in-house updates to Relief Nursery website, including frequent event page updates; respond to staff requests to update information; coordinate more complex updates with our website designer
- ◆ Solicit, organize and execute third party fundraisers
- ◆ Act as staff liaison to the all-volunteer Leadership Board; provide direct assistance and robust support during their annual fundraising event; foster retention and recruitment of Leadership Board members
- ◆ Manage marketing and growth of Relief Nursery's Monthly Giving Program
- ◆ The Communications and Marketing Coordinator works closely with Development staff to support and attend all major fundraising events. Responsibilities include creation of digital and print content, marketing, managing registration, donor/guest relations, logistics and post-event wrap up details.



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Skills and Abilities

- ◆ Excellent written and verbal communication
- ◆ Excellent interpersonal skills
- ◆ Familiarity with community profile, including community leaders, businesses and charitable organizations
- ◆ Graphic design skills including ability to use Adobe InDesign, Illustrator, and Canva for frequent digital and print projects
- ◆ Knowledge of social media outlets and experience with social media strategies and campaigns
- ◆ Awareness of branding and general marketing strategies
- ◆ Ability to design, organize, and present factual information in a clear manner, in writing and in person, for a variety of audiences
- ◆ Ability to speak confidently about Relief Nursery to both small and large audiences and the media
- ◆ Work independently and in collaboration with fundraising team, program staff and volunteers
- ◆ Problem solve and develop creative approaches
- ◆ Communicate effectively with staff and volunteers
- ◆ Manage multiple tasks and meet deadlines effectively
- ◆ Respond to requests in an organized and professional manner
- ◆ Respond to feedback and make changes as requested

Minimum Qualification

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they meet every one of the qualifications as described in a job description. We are most interested in finding the best candidate for the job, and that candidate may be one who comes from a less traditional background. If you are interested in applying, we encourage you to think broadly about your background and qualifications for the role.

- ◆ Bachelor's degree from an accredited college or university in fundraising, public relations, marketing, nonprofit management, or related field
- ◆ One year or more of paid work experience in fundraising, public relations, marketing, or related field
- ◆ Demonstrated experience managing high stress situations effectively
- ◆ Demonstrated experience in developing and meeting project goals and timelines
- ◆ Maintain confidentiality
- ◆ Ability to assume responsibility for project completion
- ◆ Maintain professional appearance and communication style appropriate to the position
- ◆ Ability to act in a way consistent with a belief system that values diversity among people
- ◆ Be prompt and dependable

Preferred Qualifications

Preferred qualifications refer to job-related education or training, experience, skills, etc. that are beneficial to the position and Relief Nursery, but not a requirement for the position.



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- ◆ Two years of experience in fundraising, public relations, marketing, or related field
- ◆ Experience working in a non-profit or social services environment

Annual Benefits for Employees

Relief Nursery employees working 30 or more hours per week enjoy a generous benefits package as well as of being a part of an organization that makes the world a safer and better place.

- Medical, dental and vision coverage (very low employee cost)
- Flexible Spending Account
- Employee Assistance Program (EAP)
- 403(b) retirement plan with employer match
- Up to 64 hours of paid sick leave per year, up to 128 hours of accumulated sick leave
- 5 weeks of paid vacation leave per year
- 2 paid personal days per year (add 1 additional day per each 5 years worked)
- Paid Holidays
- Paid Jury Duty time
- Mileage reimbursement
- Opportunity for internal growth and promotion, including access to professional development and training opportunities
- Public Service Loan Forgiveness (PSLF) qualifying employer

Interested applicants, please email resume and cover letter to:

Lindsey Steele, Director of Administration & Human Resources, hr@reliefnursery.org

Pre-employment drug screen, criminal background check, DMV check, and proof of auto insurance required. Position will remain open until filled.

Relief Nursery is an Equal Opportunity Employer and a Drug-Free Workplace