



Marketing Coordinator

Work where you make a difference in the lives of children for life! High Hopes Development Center equips children, youth, and their families for success through education, therapeutic services, and loving support.

The Marketing Coordinator is responsible for the creation, implementation, and execution of the marketing, advertising, social media and promotional activities.

RESPONSIBILITIES

1. With input and support from the leadership team, creates, implements, and executes the annual marketing plan supporting organizational strategies and objectives.
2. Manages the execution of promotional campaigns, including creative development, print production, communication, marketing messaging, and other print, visual, and video support materials.
3. Manages marketing projects and communication needs for cross-functional departments (clinic, development, school, operations). Heavily supports the development team on all marketing needs for fundraising activities, including sponsorships, donations, community engagement, and public relations.
4. Collaborates with staff, vendors, and community partners to develop integrated marketing plans to raise awareness, build brand reputation, achieve development goals, increase social media presence, and support recruiting efforts.
5. Ongoing collaboration with clinic, school, and administrative staff to intimately understand, embrace, and market the business effectively.
6. Takes photos, shoots videos, and collects quotes from individuals (staff, children, and families) for marketing purposes regularly.
7. Designs essential marketing pieces in-house using Canva or similar programs.
8. Develops and manages all ongoing updates of the company website.
9. Develops and manages social media efforts, including strategy, content, brand voice, advertising, and Google analytics.
10. Monitors complaints and inquiries via social media, website, and Google reviews and directs them to the appropriate individual to be addressed.
11. Develops and ensures brand guidelines are established, understood, and followed throughout the organization.
12. Maintains confidentiality of company and client information.
13. Reacts productively to change.
14. Performs other duties as assigned.

EDUCATION AND/OR EXPERIENCE

Bachelor's degree in marketing or business is preferred; three (3) years of demonstrable marketing experience, including digital and social media, or any equivalent combination of education and

experience in job-related activities is preferred. Knowledge of and experience with Canva, Wix, email marketing platforms such as MyEmma and/or database management is a plus.

WORK ENVIRONMENT

Work responsibilities are predominantly performed in the office setting with the flexibility to work from a remote location based on need and type of work being completed.

Send resume and cover letter to along@highopesforkids.org