



**JOB DESCRIPTION** Formerly known as UCP of Orange County

**Unlimited Possibilities (UP) is an Equal Employment Opportunity (EEO) employer:** We prohibit unlawful discrimination on the basis of any characteristic protected by applicable local, state or federal law.

<b>Title: Marketing Coordinator</b>	
Dept: Marketing	Classification: Hourly, Non-Exempt
Reports to: Marketing Manager	Updated: 6/2022

**POSITION SUMMARY**

Marketing Coordinator will contribute to the planning and coordination of a strategic marketing plan to expand awareness, engage the public, and attract new audiences.

**DUTIES AND RESPONSIBILITIES**

- Support the development and implementation of the company’s brand strategy.
- Create new content and update the organizational website, as needed.
- Create and maintain a strong social media presence for organization via various online platforms, resources, and opportunities.
- Support the execution of the annual Communications Calendar.
- Coordinate and develop projects relating to social media, e-newsletters, reports to the community and other produced communication pieces.
- Gather patient stories and develop relevant content for internal and external use.
- Work with program leads to ensure their communication needs are met.
- Prepare organizational collateral materials, such as flyers, using Adobe Creative Suite, Canva, or other graphic design software.
- Prepare press releases, public service announcements, press kits, pitch letters and advertising.
- Support the organization in other content creation duties, as needed.
- Other duties as assigned.

**KNOWLEDGE, SKILLS, AND ABILITIES**

- Proficiency in full Microsoft Office Suite and Internet, including ability to efficiently create and manipulate Excel data, as well as mail merging.
- Proficiency in graphic design and photography editing software.
- Proficiency in social media marketing.
- Excellent writing, communication, presentation, and interpersonal skills.
- Ability to work both collaboratively and independently.
- Ability to organize, prioritize and meet deadlines.
- Ability to multi-task, and deal with frequent interruptions.
- Ability to exercise independent judgment and reach logical, practical decisions.

- Ability to maintain confidentiality and exercise discretion.

**Physical Demands and Work Environment:**

- Ability to perform various tasks including stand; walk; sit; use hands; reach; climb stairs; balance; stoop, kneel, crawl or sit on the floor; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds.
- Hearing – Ability to communicate and exchange accurate information with the general public, including consumers and supervisors.
- Visual – Ability to identify and observe details in various ranges.
- Ability to work with moderate noise level in the work environment.

*The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**REQUIREMENTS**

- Bachelor's degree preferred.
- A minimum of 1 year marketing, public relations, or advertising experience.
- The position requires local travel. Must provide proof of valid California driver license and automobile insurance upon hire and at expiration thereafter. Must have reliable means of transportation.
- Must successfully pass job-related drug screen, background check, and be eligible for acceptance by our company commercial auto policy based upon DMV report with annual review thereafter.
- Provide proof of negative tuberculosis test result; maintain clearance annually.

I have read and understand the essential functions of the job.

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Signature

Date