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**POSITION TITLE: Marketing & Communications Coordinator**

**POSITION SUMMARY:**

ECHO seeks a Marketing & Communications Coordinator to play a critical role in ensuring the organization achieves its plans for growth within its mission, vision, and values. This individual will report to the Development Manager and work closely with the Executive Director to be a key player in ECHO’s marketing and communications efforts for its Outreach Centers and Thrift Stores. The Marketing & Communications Coordinator will be responsible for print and digital content creation, management of ECHO’s editorial calendar, all aspects of Social Media, web and print communications. Ideally, the candidate will be comfortable working both independently and collaboratively within a small, close-knit team. The successful candidate must be able to communicate effectively with a diverse range of stakeholders. i.e. neighbors we serve, donors (investors), volunteers, business community. Strong written and verbal skills are an absolute must.

**RESPONSIBILITIES:**

**General Marketing & Communications**

* Collaborate with the Executive Director and Development Manager to create marketing and communication plans that promote ECHO resources, public awareness, and ongoing support.
* Write and edit content for ECHO website, email marketing efforts; including monthly newsletter, occasional special events and investor solicitations.
* Support branding and online engagement for all locations.
* Maintain communications editorial calendar for ECHO staff use for web, email and social media
* Contribute to corporate/partner engagement content development in collaboration with key staff (Annual Fundraising Event, Corporate Sponsorship, Annual Report)
* Support media and other relevant social media presence (ECHO website, LinkedIn, Facebook, Instagram, Twitter, YouTube, Tik Tok)

**Drive strategy to increase daily engagement on ECHO social media accounts**

* Lead content creation for ECHO Outreach Centers and Thrift store Social Media, including written blog content, tweets, posts & videos.
* Increase awareness for key ECHO initiatives and events.

**Data & Analytics**

* Monitor, report and present on online engagement analytics (web, email, social media, earned media) for monthly KPI report
* Leverage key engagement metrics across platforms to optimize content, messaging and distributions

**QUALIFICATIONS:**

This is an entry level position which requires a minimum of an Associate’s Degree or 3-5 years of relevant professional experience in communications and/or marketing, preferably in a nonprofit organization.

Bachelor’s degree in a related field, such as journalism, creative writing, public relations or communications preferred.

**Demonstrated Knowledge and Skills:**

* Technical Skills
  + Sound knowledge of MS Office Suite
  + Familiarity with social media platforms
  + Experience with Adobe Suite products and/or Canva (show portfolio of work)
  + Familiarity with CMS platforms and basic HTML (WordPress, etc.)
* Good organization skills
* Commitment to non-profit work and purpose driven organizations
* Ability to work independently
* Excellent written and verbal communication skills (candidates selected to interview will be required to complete written performance exercise, as well as submit a writing sample)
* Positive attitude
* Dependable and punctual team player
* Ability to work with the public in a professional manner
* Strong attention to detail and proofreading skills
* Demonstrated ability to work on multiple projects simultaneously while managing deadlines

**Physical Requirements:**

Intermittent physical activity including bending, reaching, sitting, standing, walking and keyboarding; carry up to 40 pounds

**COMPENSATION:**

This is an outstanding opportunity to join an innovative and thriving nonprofit.

Salary will be commensurate with experience.

ECHO is an Equal Opportunity Employer and encourages candidates of all backgrounds to apply. Diversity of opinions, experiences, and backgrounds is a key asset.

**HOW TO APPLY:**

Interested candidates should send a resume and cover letter to Nancy Olds: [marketingonline@echofl.org](mailto:marketingonline@echofl.org) and Myriam Lugo: [myriam@echofl.org](mailto:myriam@echofl.org)

**Contact information:**ECHO of Brandon  
Nancy Olds or Myriam Lugo  
507 N Parsons Ave  
Brandon, FL 33510  
813.685.0935 ext. 8008