



## **Marketing Communications Coordinator** **Job Description**

**Purpose: Develop and implement a comprehensive marketing strategy and plan to promote New Leaf.**

### **Desired Qualifications:**

- A Bachelor's degree in a related field
- A deep commitment to Jesus Christ as evidenced by moral character, integrity, and servant leadership.
- Active engagement in a Christian church.
- A commitment to the mission and ministry of New Leaf
- At least two to three years prior experience with marketing and communications technology.
- Strong organizational, interpersonal and planning skills
- Strong verbal and written communication skills
- Experience and/or willingness to learn how to use database or information systems software
- A self-starter, able to work with limited supervision

### **This would include at least the following in cooperation with the Development Director:**

1. Establish a clear vision, brand and marketing plan for New Leaf.
2. Coordinate the promotion of New Leaf as a resource to churches, schools, Christian organizations, physicians, businesses and individuals.
3. Develop and order the collateral materials needed to promote New Leaf (brochures, flyers, mailings, letterhead, business cards, envelopes, etc.).
4. Work with the Development Director to publish and distribute a newsletter 4 times per year (via mail and email) and periodic email updates to educate donors, supporters and clients.
5. Coordinate the use of therapy staff in promotion (speakers bureau, visits with referral sources, interviews with reporters etc.)
6. Coordinate and promote special events (Banquet, workshops, seminars, etc.). Involve and incorporate the resources of board and staff members.
7. Maintain and update New Leaf's web site, e-mail accounts and PayPal; develop and schedule e-mail marketing; coordinate social media calendar and be a presence on Facebook and LinkedIn; advertise on Google Ad Words.
8. Draft monthly announcements for the Illiana Church Calendar, the CCCA and Chambers of Commerce. Submit press releases to local newspapers promoting events, new staff and special announcements.
9. Track all referrals for new clients and send thank you letters to churches, schools, doctors and other therapists who recommend NLR.
10. Track all analytical data for website, Ad Words, Facebook.
11. Develop and implement an advertising plan if needed. Develop any advertising copy.
12. Assist the Development Director with fund raising appeals and direct mail solicitation letters done three – four times per year targeting specific audiences..
13. Coordinate the acknowledgement of donor gifts via thank you letters/receipts.
14. Help maintain an accurate and useful donor database.

**Accountability and Professional Development:**

1. Report to the Development Director.
2. Meet regularly with the Development Director for coordination of administrative work.
3. Pursue training and/or resources needed to accomplish the above tasks.

**The above job description is seen as being approximately a 20 hour/week position. Some of the work could be done from a home office if the person so desired.**

To apply for the position, please send a resume and cover letter to Executive Director Terry Top at [terry@newleafresources.org](mailto:terry@newleafresources.org).