

PHFOUNDATION

JOB DESCRIPTION

Position: Coordinator of Marketing & Communications; Graphic Design
Classification: Full Time, Exempt

Reports to: Director of Marketing & Communications

The Coordinator of Marketing & Communications will use expertise and experience in the Graphic Design field to push forward the mission of Portage Health Foundation (PHF) to influence a healthier community through enhanced philanthropy and collaboration. They will assist in the development and implementation of PHF's integrated marketing and communications plan and donor relations / development strategies. Primary responsibilities will include print and digital graphic design work, brand development, event coordination and photography/videography projects.

Job Responsibilities:

- Assist in the development and deployment annually of PHF's integrated marketing and communication plan, including utilizing a broad platform that includes web technologies, targeted mailings, social media, public relations, and direct outreach.
- Create and maintain brand guidelines and standards for PHF and other brands under its umbrella. This includes creating and maintaining brand elements such as logos and templates utilizing complementary fonts, design elements, imagery and color schemes.
- Develop content that accurately and adequately presents PHF to the broader community.
- Layout print publications such as direct mailers, newspaper advertisements, quarterly newsletters, posters and flyers, and annual reports.
- Create and implement strategy for PHF signage throughout four-county community.
- Assist in producing eye-catching digital content such as blog posts, podcast episodes, videos, graphics for social media and web, photography, radio advertisements, infographics, etc.
- Direct and/or assist with coordination all PHF events, activities, volunteer coordination and other special events as identified/defined.
- Provide support with implementing and executing annual gift-giving campaigns, planned giving programs, and donor cultivation by creating, maintaining, and utilizing print and digital materials.
- Attend trainings, meetings, and other related activities as they relate to the position or for professional growth and development.
- All other duties as assigned.

Horizontal and Outside Relationships:

- All PHF staff
- Community Members
- Contributors
- Business Collaborators

Education and Experience:

Minimum qualifications:

- Associates degree in related field (or) a combination of education, training and relative work experience that demonstrates the capacity to perform the essential duties as described.
- Comfortable working with Adobe Creative Suite, making website updates, executing social media strategies, and capturing high quality photos and videos.

- Must be able to work independently with little supervision and be able to efficiently handle multiple assignments/tasks while meeting deadlines.

Pay and Benefits:

Portage Health Foundation is committed to offering a competitive compensation package including full health, life, dental and vision insurance, retirement benefits and a competitive salary that's expected to be between \$32,000 and \$40,000 per year, depending on experience and education.

Hours:

Monday through Friday, 8:00 a.m. – 4:30 p.m. and as needed

Standards of Performance:

The performance of all PHF personnel will be rated on:

- | | | |
|---------------------------------|--------------------------|------------------------------|
| • Vision, Mission, & Strategy | • Achievement of Results | • People Management |
| • Program Management | • Effectiveness | • Fiscal and Operations Mgt. |
| • Board and Staff Relationships | • External Relations | • Leadership |

How to Apply:

To apply, email your resume and cover letter to Director of Marketing & Communications Michael H. Babcock, mbabcock@phfgive.org.

At Will Employment:

It is the policy of PHF that all employees who do not have a written contract with PHF for a specific term of employment are employed at the will of PHF for an indefinite period and are subject to termination at any time, for any reason, with or without cause or notice. At the same time, such employees may terminate their employment at any time and for any reason.

Employee Name/Signature

Date

Conditions of Employment:

I have read and understand the contents of this job description as it relates to my job. I further testify that I am able to perform the necessary job functions.

Employee Name/Signature

Date

The qualifications and specifications mentioned above are intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind of level or difficulty. The position will be filled based on qualifications regardless of Race, Color, Disability, Religion, Sex, Sexual Orientation, National Origin, Height, Weight, Age, Veteran, or Marital Status.