



10002 14th Ave. SW | Seattle, WA 98146 | (206) 767-1662 | westsidebaby.org

## **Marketing & Communications Coordinator**

### **November 2018**

#### ***About WestSide Baby***

WestSide Baby, in partnership with our community, provides essential items to local children in need by collecting and distributing diapers, clothing and equipment. We partner with 114 social service agencies working directly with families to provide basic items from WestSide Baby.

#### ***Position Summary***

The Marketing & Communications Coordinator will execute strategies aligned with WestSide Baby's strategic plan to increase brand awareness and improve our messaging to key stakeholder groups through social media, events and campaigns, regular email updates, and website.

This is a non-exempt position, average of 40 hours per week at our White Center, Seattle offices. The position will report to the Public Affairs Manager and will collaborate with project leads across the organization. Salary range is \$33,000 – \$36,000 depending on experience; generous benefit package, PTO and holiday pay available.

#### ***Required skills and qualifications***

- 1+ years of experience in marketing and communications
- Excellent interpersonal, oral presentation, and written communication skills
- Experience with social media strategy, planning, and content creation
- Demonstrated ability to execute projects on time and on budget
- Knowledge of WordPress and email marketing

#### ***Additional Desired skills***

- Creative storyteller and content developer; able to inspire diverse stakeholders to support WestSide Baby's mission
- Fluency in a language other than English
- Experience with graphic design, blog writing or photography

#### **Core Responsibilities**

##### ***Event/Campaign Marketing and Communications (~20 hours/week)***

- Implement marketing and communications plans for annual fundraising events and two annual campaigns (Stuff the Bus and Joy Drive). These plans include: social media campaigns, email campaigns, printed and online promotional materials and video and multimedia presentations;
- Collaborate with Public Affairs Manager and contracted vendors for graphic design and video;
- Manage mail house and print vendors.

##### ***Communications Support (~20 hours/week)***

- Create and post daily content on all WestSide Baby social media channels;
- Provide support for major projects including: annual marketing and communications calendar, the annual report, sponsorship brochure, printed collateral and other key communications projects;

- Maintain and update regular communications channels, including website, regular emails to subscribers, and internal communications among staff;
- Manage and maintain inventory of all organizational collateral, ensuring all collateral is updated in a timely fashion.

#### **To Apply**

Submit a cover letter and resume to Toni Sarge at [employment@westsidebaby.org](mailto:employment@westsidebaby.org) with “Marketing and Communications Coordinator” in the subject line. Priority deadline for consideration is December 10.

Our hiring process involves a 3 step process: 1. Qualified applicants will be contacted for a phone interview; 2. Candidates who advance will be invited for an in-person interview and 3. Finalists will be asked to submit of a *short* sample of work.

*WestSide Baby values diverse perspectives and life experiences. We encourage individuals of all backgrounds to apply including people of color, immigrants, refugees, LGBTQ, women, people with disabilities, and veterans. As an organization we collaborate closely with many different communities around King County and value equity as a priority in our work.*