



POSITION: Marketing Content Coordinator

JOB DESCRIPTION:

Meals on Wheels North Central Texas is looking to hire a part-time Marketing Content Coordinator to assist with our marketing and communications efforts. As a critical member of the Communications Marketing team, the Marketing Content Coordinator is a year-round, part-time position based in Meals on Wheels' Administrative office.

This individual will work closely with and report to the Communications Marketing Manager to support the production of MOWNCT's digital and print communications. Managing the organization's social media presence entails the creation of design assets such as branded icons and content for social channels, as well as brainstorming new and creative ways to engage with and grow the organizations social media audiences. Additionally, this position will support the Communications Marketing Manager in creating digital and print materials, as well as occasionally gathering story content. This position is a great opportunity to experience the various aspects of marketing and design while working for an established community based nonprofit organization with a positive and impactful mission.

JOB DUTIES & RESPONSIBILITIES:

- Designs logos, print and electronic communication, and other collateral material to increase MOWNCT's brand awareness. Creates and coordinates graphic design efforts for brand consistency
- Create, curate, and manage content (images, video, written, infographics, and more) ensuring all copy and materials abide by MOWNCT's voice, style, and tone
- Manage and enhance the organization's social media profiles and presence to drive more engagement
- Provide social media and Web support for programs, events, and all other organization needs
- Collaborate with the Development Team and Communications Marketing Manager to create and execute a comprehensive digital and social media strategy that aligns with the brand goals and target audience
- Develop content calendars, posting schedules, and campaigns to ensure consistent and engaging content
- Design and execute digital marketing campaigns, including social media ads, graphics and elements for website, emails, donation forms, and more
- Regularly analyze results and performance of marketing efforts including, but not limited to social media, website, and email campaigns

- Utilize outcomes to determine adjustments needed, and work with the Communications Marketing Manager to strategize and implement necessary changes
- Design and execute print marketing materials as needed. This includes updating existing marketing materials such as general brochures and annual reports
- Update, maintain, and develop regular correspondence such as monthly menus, client and volunteer letters, holiday and inclement weather notifications, etc...
- Regularly analyze data and reports provided by Meals on Wheels American, Meals on Wheels Texas, and other resources to incorporate results into MOWNCT marketing materials
- Assist in story gathering and coordination of print and digital campaign efforts
- Coordinate and distribute press releases as needed
- Website maintenance and coordination including content development
- Assist in coordinating marketing materials and sponsorship fulfillment for events
- Works effectively with all departments to advance the mission of MOWNCT, ensuring all materials (internal and external) meet and follow brand guidelines
- Participate in training and staff development, as related to the position
- Participate in assigned facility cleaning duties
- As needed, fill in as Logistics relief for home delivered meal service: driving and delivering meals, packing side food items, washing fleet vehicle, and receiving/storing weekly food deliveries.
- Recognize the inherent dignity of each client/participant served and preserve his/her right to confidentiality and respect
- Abide by the policies and procedures of Meals on Wheels North Central Texas Board of Trustees as implemented by the Executive Director
- And other duties when needs arise

QUALIFICATIONS:

- Associates Degree in Marketing, Communications, or related field
- A minimum of two years prior related experience
- Demonstrates a solid understanding of marketing principles, digital tools and techniques that create and drive brand awareness
- Detail-oriented, organized, self-motivated, and hard working with record of completing assignments
- Ability to work well both independently and in conjunction with others
- Professional, yet approachable in dress and demeanor
- Clear communicator in written and spoken word
- Proficient in Adobe Creative Suite specifically InDesign, Photoshop, and Illustrator; Microsoft Office (Word, Excel and Outlook)
- Comfortable working with and addressing culturally and ethnically diverse staff, volunteers, senior adults and community groups

PHYSICAL & COGNITIVE DEMANDS

This position is generally set in a comfortable office environment, however, it may occasionally require outside of office work. It requires seeing, hearing, sitting and walking on a daily basis. It may require bending and lifting 25 pounds on an infrequent basis. Donor/client/volunteer field work may occur during or after business hours and it requires talking, writing, driving in inclement weather, walking on uneven surfaces and standing for upwards of 30 minutes straight, depending on the situation.

ABOUT MEALS ON WHEELS NORTH CENTRAL TEXAS

Meals on Wheels North Central Texas is a community-based organization focused on helping homebound elderly and disabled persons remain independent and healthy in their homes by providing nourishing meals, a friendly visit, and a safety check.

We are an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability or veteran status.