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## **MARKETING COORDINATOR**

### **Position Assignment**

**Title:** Marketing Coordinator  
**Organizational Unit:** Development & Communications  
**Recruited by:** Director of Communications  
**Approved by:** Vice President of Development & Communications

### **Working Relationships**

**Reports to:** Director of Communications  
**Participates on Team:** Works with the Communications team, including other staff and contractors

### **Basic Functions**

This Marketing Coordinator will play a vital role in the way that STCH Ministries is seen in the public eye; such as the creation, implementation and maintenance of a comprehensive marketing plan. In addition, the Marketing Coordinator will play a supporting role in other areas of Communications, including photography and writing.

### **Basic Responsibilities**

1. To create and maintain relationships with all outside marketing sources (paper, magazines, billboards, etc.).
2. To edit, evaluate and maintain the Google Ad account and check analytics for the website.
3. To create and maintain relationships with news sources (newspapers, news stations, etc.) for the purpose of press releases and other marketing needs.
4. To create, research and report on analytics for organization emails, social media and other marketing avenues.
5. To evaluate and remain current on marketing industry standards and present new marketing strategies.
6. To perform basic image editing tasks, such as cropping, resizing and color correction, to prepare images for publication and marketing.
7. To assist the Director of Communications with project management tasks, including coordinating with contractors and vendors, and communicating with other staff.

# Position Description

## South Texas Children's Home Ministries

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8. To assist the Director of Communications with the creation, implementation and maintenance of a comprehensive marketing plan and other communication guides.
9. To assist the Director of Communications with the development and maintenance of the advertising and marketing budget.
10. To perform the duties of a production assistant for video and photo shoots and events, assisting with equipment transportation, setup and other tasks on location.
11. To write stories for Messenger, Blog Posts, outside sources, etc.
12. To maintain all STCH Ministries communications guidelines and stylistic standards, along with professional best practices of the communications and marketing industry.
13. To perform all other duties as assigned.

*Note: A standard 40-hour work week is normal; however, flexible hours and overtime may occur.*

I, the employee, have read, understand, and agree with the position description for the Content Coordinator.

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Employee Signature

\_\_\_\_\_  
Date

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Employee Supervisor Signature

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Date