



JOB SPEC Marketing & Communications Coordinator

Contractor Position
Part Time, Work from Home Office

Summary:

The **Marketing & Communications Coordinator (MCC)** is the organizational creative responsible to set and implement KM365's strategy for communications, enhancing social media, website, public relations, fundraising, and merchandising impact. The MCC will report directly to the Executive Director and work closely with KM365 staff and Board Committee Chairs. This is a non-sales position.

Qualifications:

KM365 is seeking an accomplished professional with 3+ years of experience managing communications for areas including social media, newsletters, merchandise promotion, communications, fundraising / development. The MCC will be able to transform content into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels.

- Highly collaborative and kind style
- Experience developing and implementing communications strategies
- Excellent creative, writing, editing and verbal communication skills
- Strong track record as an implementer who thrives on managing a variety of initiatives concurrently
- Demonstrated leadership abilities with both compensated and volunteer team members
- Self-starter, able to work independently, enjoys creating and implementing new initiatives
- Proficiency managing social media (Tick Tock, FB, IG, Twitter, LinkedIn, and YouTube), content publishing programs (Hootsuite, Loomly, or others), ad management, and analytics
- Excellence in graphic design using Photoshop, InDesign, Canva, or similar; able to present examples
- Proficiency in Microsoft Office and/or MAC OS
- Nonprofit experience a plus

Principal Accountabilities:

1. Develop, implement, and evaluate the annual marketing & communications plan across KM365's audiences.
2. Create compelling content to build and sustain awareness and support for KM365; impact measurable action; decide what, where, when and to whom to disseminate.
3. Manage the development, distribution, and maintenance of all print and electronic collateral in alignment with the KM365 curriculum, brand an initiatives including, but not limited to, social posts, merchandise promotions, fundraising collateral, newsletters, brochures, annual report, and KM365's website.
4. Mentor, lead and collaborate with staff, board, interns, and volunteers responsible for social media, PR, graphic design, merchandise, fundraising, and programming.
5. Stay apprised of/attend relevant KM365 events as needed to document programs and initiatives.
6. Maintain the KM365 photo, blog, promotion, & collateral archives.
7. Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities; track and measure the level of engagement within the network over time and pivot as needed.
8. Ensure new and consistent information (article links, stories, events) is posted regularly across social, email, and website venues.
9. Manage media contacts.
10. Heavy emphasis on brand management.

About the Organization: Kindness Matters 365 was started in 2008 by one mom in Boca Raton, FL for a group of 40 children. To date in Q3 2020, the foundation has grown to a successful 501(c)(3) non-profit organization with over 3,000 participants in 9 states, including kids in pre-school through high school, adults and families of all ages. Through extraordinary programs nourished with Gratitude, Compassion and Kindness, KM365 equips kids and teens with knowledge and skills for their social and emotional well-being. We empower their exploration and discovery in caring for themselves and each other, today and for our future.

For more information or consideration, please email your interest and credentials to: kgellen@kindnessmatters365.org