
Job Title: Media and Outreach Coordinator**Position Type: Full-Time, Exempt****Salary: \$31,900 - \$43,600****Location: National Ability Center Ranch, Park City, Utah****Supervisor: Marketing Manager**

Job Summary:

The media and outreach coordinator supports the marketing manager in growing the National Ability Center's presence and supporter-base in local, national and international communities by facilitating local outreach opportunities, spearheading the Ambassador program and developing, implementing and tracking marketing efforts across social, digital and print channels.

Job Responsibilities:

- Coordinate social media accounts, including Facebook, Twitter, Instagram, LinkedIn and the Ability Blog, sharing newsworthy stories in a way that appropriately and professionally reflects the mission of the National Ability Center. Grow audience engagement in all social media outlets.
- Develop and maintain a social media calendar promoting the National Ability Center's mission, programs and events.
- Schedule and coordinate outreach events in collaboration with programs team: recruit volunteers and staff supporting events; prepare appropriate materials; establish a process for maintaining organized tracking and feedback for future reference.
- Spearhead development of the Ambassador program (speakers bureau) in collaboration with the program and TRED facilitate trainings and speaking engagements for speakers; establish new supporters and participants through these outreach opportunities.
- As part of the Ambassador program, create and oversee a social media taskforce; establish an on-going, annual social marketing plan to strategically share stories, opportunities and related stories through the NAC.
- Project manage and edit content for donor communication materials (newsletters, annual report, direct mail appeals, others as defined), in conjunction with the Marketing Manager and Director of Development. Create content as needed.
- Contribute to the design and editing of communication materials, including program-specific brochures, monthly e-newsletter, major donor newsletters, annual holiday appeal campaign, etc.
- Collaborate with the marketing team to coordinate the submission, writing and copyediting of eNewsletters, staff bios, blog stories and other marketing materials as needed.

- Collaborate on the management and direction of internal and external marketing materials including brand guidelines, collateral, signage, websites, social media, and videos for program, event, branded promotional items/merchandise and organizational promotion
- Promote membership opportunities, inviting all stakeholders to personally invest in the mission of the National Ability Center
- Collaborate with outside partners regarding marketing and communication opportunities in both print and online media, as needed
- Assist with the development and execution of the annual marketing, PR, and outreach plan with a vision to raise national and international awareness of National Ability Center brand, in conjunction with the PR consultant.
- Assist with the development and execution of the annual marketing, PR, and outreach plan with a vision to raise national and international awareness of National Ability Center brand, in conjunction with the PR consultant. Schedule National Ability Center spokespersons for on-air appearances etc.
- Review and edit proposals and reports generated by other team members
- Support marketing manager with meeting preparation, board reporting, administrative and other needed requests.
- Maintain digital repository of current program/event photos, success stories and quotes by working with stakeholders as well as contract and volunteer photographers. Provide images as requested to media outlets, partners, staff and stakeholders

Required Knowledge and Qualifications

- BA/BS or equivalent experience.
- Minimum two years of experience in a related field, such as media, communications, marketing or development
- Solid knowledge of Microsoft office products, web research and social media. Proficiency with spreadsheets and database management; must be able to produce reports with minimal guidance
- Strong computer skills including beginner level proficiency in third party mass email systems, Word Press, Adobe Acrobat Pro, Photoshop, InDesign and Illustrator. Intermediate to advanced skills preferred.
- Experience with donor software. Raiser's Edge and Salesforce experience a plus
- Photography skills a bonus
- Exceptional writing, communication and organizational skills
- Comfortable interacting and communicating with a diverse array of stakeholders including donors, staff and participants
- Attention to detail and ability to meet deadlines

Benefits

- Medical, Dental, Paid time off, Paid holidays, Long-term disability
Refer to the National Ability Center Handbook for specific details