

# Marketing Coordinator Job Description

Updated 04/26/2021 by EV.

Breaking the Silence NM (BTSNM) is a small, statewide nonprofit that works to educate children and youth on mental health and eradicate the stigma associated with illness.

The goals and responsibilities of the Marketing Coordinator are outlined herein. This is a Part time position, not to exceed 25 hours weekly and directly reports to the Executive Director.

## **Position Goals:**

1. Connect with New Mexico communities and spread our mission of increasing mental health awareness & suicide prevention.

3. Promote the activities of the organization through social media and make BTSNM resources accessible to the rest of our community.

4. Technology - Set-up and implementation of any software needs for staff

- I. This position is responsible for coordinating the writing of blogs for the Breaking the Silence NM website. The coordination includes contacting writers, reviewing blogs for grammar and appropriateness, and uploading the final blog to the website or contacting the web designer to upload the blog.
- II. Answering the office phone.
- III. Creating and updating surveys.
- IV. Analyzing (matching) Pre and Post survey answers for grant reporting.
- V. Continual update of Constant Contact to include adding contacts, writing content, designing outline, and creating graphics.
- VI. Distribution of Constant Contact outreach via email blasts.
- VII. Creation and execution of monthly Google ads
- VIII. Creation and execution of content for all social media pages
- IX. Creation and execution of BTSNM quarterly newsletter, in concert with Executive Director.
- X. Updates to the BTSNM website and editing of program videos.

## XI. Marketing and promotion of fundraising events

**Overview of social media:** The Marketing Coordinator is responsible for posting on all social media platforms (Facebook, TikTok, Twitter, LinkedIn, YouTube, and Instagram) by creating new content or using content from other sites.

### Position Requirements:

1. At least two years marketing and communications experience
2. Experience with design software – Publisher, Canva, In-Design, etc.
3. Experience with Microsoft Office Suite
4. Strong writing, editorial and grammatical skills
5. Bi-Lingual strongly preferred but not required.
6. Strong teamwork and collaboration experience

The hourly pay rate is negotiable and dependent upon experience and skills.