



Marketing & Communications Coordinator Job Description

Job Title: Marketing & Communications Coordinator Reports to:

Director of Development

FLSA Status: Exempt – Salary

VIPS Mission:

VIPS empowers families by providing educational excellence to young children with blindness or low vision in order to build a strong foundation for reaching their highest potential.

Job Summary:

VIPS is seeking a dynamic, creative, and strategic Marketing & Communications Coordinator to lead the charge in elevating our external visibility, engagement, and messaging as it relates to our mission. This role is a blend of marketing and communications, requiring experience in content creation, digital and print strategy, basic graphic design, and brand management to ensure consistency and impact across all platforms.

The ideal candidate will be a proactive and innovative thinker with exceptional organizational and creative skills. They will thrive in a collaborative environment, working across departments to execute a cohesive communications and marketing strategy that aligns with VIPS's mission and long-term goals. They will play a crucial role in advancing VIPS's mission by engaging with a diverse range of stakeholders which includes but is not limited to current and former clients, parents, caregivers, educators, the medical community, government officials, nonprofit organizations, corporations, grantors, and donors. The role is focused on expanding outreach, keeping existing constituents informed, and attracting new ones, with the goal of enabling VIPS to serve more children and families in need.

Primary Responsibilities:

Marketing (50%):

- Oversee all social media accounts, including content strategy, scheduling, and engagement, for Facebook, Instagram, LinkedIn, and YouTube.
- Develop and produce high-quality content for various channels, including social media platforms, newsletters, press releases, and fundraising/development materials.
- Create videos, graphics, and other visual assets for social media, events, and development & marketing initiatives.
- Capture high-quality photos and videos at VIPS-sponsored events to be used for marketing and promotional materials.
- Identify and implement innovative strategies to enhance VIPS's presence and outreach across platforms.
- Organize and maintain a comprehensive content calendar for external marketing materials and communication efforts.
- Monitor platform analytics, evaluate performance, and refine strategies to maximize engagement and achieve marketing objectives.

Communications (50%):

- Coordinate the design, content creation, and publishing of donor engagement publications and VISability, VIPS' community newsletter.
- Design and edit digital and print materials, publications, mass email campaigns, and other branded communication to support internal departments.
- Build and maintain relationships with media contacts and help coordinate press opportunities when needed.
- Uphold VIPS's branding and messaging guidelines in all communication materials to maintain consistency and professionalism.
- Assist the Director of Community Outreach & Advocacy with updating the VIPS website as it relates to the blog and newsletter archives.
- Provide communications and marketing support to other departments as needed, contributing to organization-wide goals.
- Other duties as assigned.

Job Skills & Requirements:

- Proficient in:
 - Google Suite, Microsoft Office Suite, Canva;
 - Facebook, Instagram, LinkedIn, and YouTube;
 - Photography and video creation and editing skills;
 - Loomly or other social media management/monitoring tools;
 - Basic website publishing (especially via Wordpress) skills a plus;
 - Understanding of Adobe Creative Suite a plus;
 - NeonCRM or other database skills a plus;
- Experience creating compelling and engaging digital and print content.
- Experience building social media channels and executing social media strategy for maximum engagement.
- Exceptional multitasking capabilities, prioritizing projects when needed.
- Excellent verbal and written communication skills.
- Excellent organizational skills and attention to detail.

Education & Experience:

- Bachelor's degree in marketing, communications, public relations, or related field preferred.
- 3-5 years of experience working in a similar or related position, non-profit experience preferred.

Salary Range – Depending on Education & Experience: \$45,000 - \$55,000

How to Apply:

Please apply by sending a cover letter and resume to Carol Dahmke, cdahmke@vips.org with the subject line as Marketing & Communications Coordinator Application-[Last Name, First Name]. The application deadline is February 6, 2025.