



Full-time Position with Growing Hope MARKETING COORDINATOR

Position Title: Marketing Coordinator

Growing Hope is a 15-year-old non-profit organization dedicated to empowering individuals, groups and communities through gardening and increasing access to healthy food.

Position Description:

We are seeking a highly organized, creative, and detail-oriented person with impeccable follow through and self-management as a Marketing Coordinator for Growing Hope. This person will work 40 hours/week including some evening and weekends. This person will work closely with the Interim Director of Engagement to craft a year-long strategy that will grow the reach of our programs and fundraising efforts. They will also execute the tasks and manage the campaigns defined in the marketing strategy including regular social media posting, a regular newsletter, website updates, press releases, print materials, and community partnerships. In addition to Marketing duties this person will also provide administrative support around all types of fundraising activities and annual fundraising plans. S/he will support the management of our donor database and donor communications using our Giftworks database.

- Work with the Interim Director of Engagement to carry out the annual marketing & fundraising plans
- Work with program staff to promote, recruit, and report on program activities and achievements
- Support donor communications and research
- Direct organizational marketing strategy (website, social media, e-newsletters and press releases)
- Collaborate in the creation of print materials (annual reports, brochures, flyers, program materials)
- Conduct research and analyze effectiveness of community interactions with GH marketing efforts

Qualified candidates will exhibit the following:

- Minimum bachelor's degree and experience with nonprofit or community-based organization preferred
- Willingness to jump in, learn quickly, and self manage
- Proven organizational skills and the ability to meet deadlines; impeccable attention to detail
- Ability to function both independently and as an active team member
- Outstanding communication skills, both oral and written; comfort communicating with new people on the phone, over email, in person
- Experience in many forms of marketing, including excellent writing and editing skills, website maintenance, social media, and press relations



- Excellent computer skills including MS Office, web analytics, and Google Adwords, use of computers (Mac & PC both) and comfort using technology on a daily basis. Adobe Suite or other graphic design experience/abilities a plus
- Familiar with Customer Relationship Management and Content Management System software
- Solid working knowledge of traditional and digital marketing tools
- Previous administrative assistant or customer service experience, professional demeanor
- Manage sensitive and confidential information with integrity
- Excellent researcher and love for organizing and analyzing data
- Experience working in teams, including teams of staff, volunteers, and partners
- Passion for Growing Hope's mission and work
- Desire to encourage local community members to share ideas, talents and resources
- Creativity, flexibility, resourcefulness and positive thinking
- Flexibility to work non-traditional hours in non-traditional settings, including evening and weekends as scheduled
- Some preference given to Ypsilanti-area residents or those willing to relocate to and engage in the Ypsilanti community
- Belief in asset-based, social justice approach

Compensation:

\$34,000 annual salary for 40 hours per week. Medical, Vision, Dental and Life insurance are available after 60 days from original date of hire. Permanent position.

To apply:

Resume & 1 page cover letter, complete with reference contact information, to Maria Brummel, Interim Director of Operations at apply@growinghope.net. Samples of written or visual work are encouraged. Application materials due by Friday, January 26th at 5pm.

Growing Hope is an Equal Opportunity Employer and does not discriminate potential employees based on race, creed, age, color, disability, national origin, sex, gender identity, sexual orientation or marital status. We encourage the following groups to apply: people of color and individuals who possess an in-depth understanding of poverty or economic hardship.