



Job Description for: **Communications Coordinator**

Reports to: VP Training and Implementation

Maximize the effectiveness and reach of the Mendez Foundation's mission through the promotion of the field of prevention science and prevention education maintaining a commitment to integrity and excellence. Maintain the visibility of the effectiveness of the Mendez Foundation's prevention education programs and monitor trends in the field keeping the Foundation's works at the forefront of youth development and prevention education.

Policy and Advocacy

- Monitor and evaluate state, federal, and local policies and legislation to determine impact to the field and the work and priorities of the organization.
- Study proposed legislation and track the activities of policymakers and research policy issues to determine changes in requirements and inform program and product development and short and long term decision making.
- Collaborate with Management and Department Heads to develop, maintain, and refine the Foundation's position and perspective on field related topics. Disseminate as necessary and appropriate as part of a coordinated messaging strategy and function.
- Develop and deliver public education materials, speeches, classes, and other public relations events.
- Research, synthesize, and communicate changes in politics, policy, and environment.
- Establish and maintain close relations with government officials, funders, collaborators, media, and other parties.

Marketing and Communications

- Serve as liaison for outside marketing companies or consultants the Foundation contracts with.
- Coordinate flow of information and communication and disseminate it according to the marketing plan
- Help create and manage targeted marketing strategies including email campaigns, online advertising, content marketing, and promotional activities.
- Execute a marketing plan to launch new products
- Drive traffic to website by a variety of methods including keywords, search-engine optimization, etc.
- Ensure effective, branded marketing communications including the company website and social media presence
- Maintain social media profiles and develop meaningful content to increase presence
- Write content for all marketing messages including print, web, and promotional presentations
- Make sure all promotional and marketing materials meet the Foundation's brand identity strategy
- Translate anecdotal or qualitative data collected through campaigns into recommendations and plans for revising social media, content marketing, SEO, and advertising strategies and methods
- Track project milestones and deliverables
- Monitor marketing campaigns and online activities
- Facilitate the development of case studies and videos to support sales including testimonials, promotions, etc.

Other Duties

- Participate in scheduled and impromptu staff meeting and other meetings as assigned
- Participate in Mendez Foundation sponsored community events as assigned by Senior Management.

Knowledge, Skills and Abilities

- Experience with creating print, video, digital, and event materials
- Proficient critical thinking, problem solving, and data analyzing skills
- Proficient in creating, maintaining, and modeling standards of excellence
- Proficient in setting and achieving both short-term and long-term goals
- Proficient presentation skills in both one-on-one and diverse group forums
- Proficient in Microsoft Office (Word, PowerPoint, Excel)
- Demonstrated excellence in communication through effective writing, speaking, and listening

- Ability to prioritize and multi-task
- Self-directed and able to work both independently and collaboratively in a team environment

Preferred Education and Experience

- Bachelor's degree in Marketing, Communications, or related field
- 3-5 years of field related experience including traditional and non-traditional classroom teaching experience

Environmental Working Conditions and Special Requirements

- General office
- Moderate travel
- Some extended hours
- Other duties as assigned by Senior Management