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thearcofloudoun.org

Job Description

Job Title: Marketing and Communications Coordinator

Summary: The Marketing and Communications Coordinator shares the story and impact of The Arc of Loudoun in the lives of people with disabilities and their families to the constituents we serve, our volunteers, supporters, and the community at large. The Coordinator is responsible for implementing a unified marketing and communications plan for the organization. This includes managing the marketing and communications needs and expanding the relationships with our organization's stakeholders including people with disabilities and their families, members, volunteers, donors, self-advocates, staff, and the Loudoun County/Greater Washington DC community. The Coordinator will also provide graphic design support to the direct service programs, and assist in coordinating and marketing organizational events. The Coordinator will implement the marketing and communications objectives set by the Chief Development Officer to ensure the organization's overall effectiveness.

Job Responsibilities

Marketing

The Marketing and Communications Coordinator will publicize the organization's activities, mission moments, initiatives, and information to our constituents as well as the greater community through direct mail, organizational collateral, event collateral, annual report, newsletter, website, social media, videos, blogs, advertising, and other available marketing mediums, creating, coordinating and executing all content.

Communications and Media Relations

The Marketing and Communications Coordinator will manage and implement the communications and media relations plan as directed by the Chief Development Officer, serve as the lead liaison with local and regional media outlets, write and send press releases, coordinate press conferences and media engagement, and serve as marketing and communications lead with organizational partners.

Graphics Design and Promotional Products

The Marketing and Communications Coordinator will be the lead graphics designer for the Arc of Loudoun and its programs using the Arc's Branding Playbook and graphics standards including creating and producing organizational collateral, annual report, and onsite event marketing. The Coordinator will also be responsible for developing and managing a photo library that can be accessible organization wide; an online video library of our mission moments and ALLY Educational series; and the online store including branded merchandise.

Representation in the Community

The Marketing and Communications Coordinator will organize The Arc's representation at community events, CFC/United Way engagements, and other groups with whom we collaborate to help spread awareness and market the initiatives of The Arc of Loudoun. The Coordinator will be the lead liaison to the organization's Circle of Ambassadors, a select group of people specifically trained to officially represent our organization and speak on our behalf.

Event Coordination

The Marketing and Communications Coordinator assists the Chief Development Officer and the management team in event coordination for The Arc of Loudoun, including marketing, communications, administrative support, and onsite, day-of support. Events include but are not limited to the award-winning Shocktober, Music at the Manor, Celebration Gala, Annual Meeting, and other events as directed.

Required Qualifications (Essential Experience /Knowledge, Skills & Abilities)

- Demonstrated experience in the design and execution of marketing, communications, and public relations activities
- Strong creative, strategic, analytical, and organizational marketing skills
- Demonstrated successful experience writing press releases, marketing collateral, social media, and digital media
- Experience in Adobe Photo Illustrator, In-Design, Publisher, Constant Contact, Facebook, Google Ads, Twitter, other social media platforms, Mail Chimp
- Experience overseeing the design and production of print materials and publications
- Computer literacy in word processing, data base management
- Commitment to working with cross-functional teams
- Strong oral and written communications skills and attention to detail
- Ability to manage multiple projects at a time
- Demonstrated working knowledge of MS Office
- A true customer service, friendly attitude and demeanor when dealing with staff, community members, management and families
- Experience working with individuals with autism and/or other special needs
- Knowledge and experience with nonprofits
- **Education:** Bachelor's Degree preferred

Professional Development and Training

- Attend all mandatory staff meetings
- Attend monthly trainings and professional development opportunities presented by The Arc of Loudoun, as required

Physical Requirements

- Must be able to remain in a stationary position frequently
- Needs to occasionally move about inside the office to access file cabinets, office machinery, etc.
- Frequently operates a computer and other office productivity machinery, such as a calculator, copy machine, and printer
- Frequently communicates with vendors and must be able to exchange accurate information
- Occasionally works in outdoor weather conditions and after hours/weekends for events

Benefits

- Full employee covered health and dental insurance, optional vision plan
- Employer paid Life/AD&D, short and long term disability insurance
- Flexible spending accounts with employer contribution to healthcare FSA
- Employee sponsored 401k plan
- Paid sick and personal days, along with paid school holidays and closures (we follow LCPS)

Contact Information

Interested in being our Marketing/Communications Coordinator? If so, please submit your resume **with** salary range expectation (this does not rule you out but assists in the process), **and** cover letter (brief summary stating why you think this is the place for you) to ddaffron@thearcofloudoun.org.

Thank you for your interest! We will reach out to those that best meet the qualifications.

The Arc of Loudoun is an Equal Opportunity Employer.