



Marketing & Public Relations Coordinator

Reports To

Vice President of Support & Advocacy

Job Overview

Our Marketing & PR Coordinator is an expert multitasker who is tech-savvy with advanced understanding of social media marketing (organic and paid), website maintenance, graphic design, copywriting/editing, and messaging for internal and external stakeholders. The MPRC ensures the brand of BDSRA is consistent in design and tone.

Responsibilities and Duties

- Writes and produces press releases, emails, updating of organizational materials, including, but not limited to background materials, web content, program logos, annual conference materials, fundraising resources, education pieces, and factsheets.
- Serves as primary copywriter/editor and proofreader for the organization.
- Creates and manages editorial, press, social media, and event calendars.
- Writes and manages BDSRA's monthly newsletter.
- Organizes web content and website architecture to improve user experience.
- Maintains and implements social media strategy aligned with BDSRA initiatives and organizational strategy under direction of the PCEO and VPs.
- Monitors and analyzes social media channels daily and manages social engagement strategies.
- Creates, edits, publishes, and shares daily content (original text, images, video or HTML) that builds meaningful connections and encourages the community to act/engage.
- Develops campaign-related social media content for development and programs.
- Provides organization leadership in understanding and engagement in social media.
- Improves continuously by capturing and analyzing the appropriate social data/metrics, insights, and best practices, and then acting on the information.
- Maintains statistics of service data for organizational dashboard, utilizing the database and other resources, as necessary.



- Travels as required from time to time.
- Performs other duties as assigned.

Qualifications

- Bachelor's Degree in Marketing, Communications, or related field
- 2+ years' experience working in marketing or communications with nonprofit, mission-driven organizations preferred (healthcare/science focus is a plus)
- Requires successful completion of a background check.
- Requires ability to acquire a passport.

Skills

- Excellent problem-solving skills
- Ability to work as both a team member and individually with a high level of self-motivation
- Exceptional verbal, written, editing, trend analysis, researching, and presentation skills to articulate clearly with various audiences
- Project management experience and time-management skills for juggling numerous time-sensitive projects simultaneously
- Familiarity or expertise with social media and content management platforms.
- Experience using email marketing tools
- Experience with WordPress or other front-end website editors.
- Experience working with a CRM database
- Graphic design abilities/experience (Canva & InDesign)
- Understanding of media relations and digital media strategies.
- Proficiency in Microsoft Office/Microsoft 365 programs.