



## MARKETING COORDINATOR

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### OPPORTUNITY

[Shoes That Fit](#), an award-winning and highly respected national non-profit dedicated to providing brand new athletic shoes to children in need, is seeking a creative and driven professional to join our team as Marketing Coordinator. This role is ideal for someone who can design compelling print and digital assets, write engaging communications, and bring fresh ideas to our marketing efforts as we continue to expand. As we work toward our ambitious goal of reaching 500,000 children annually in the next 4-5 years, we are looking for someone who can help amplify our message and mission through innovative content and storytelling.

### JOB SUMMARY

The Marketing Coordinator (MC) is responsible for managing and expanding Shoes That Fit communications with external constituencies and donors. The MC's primary responsibility is to work closely with the Chief of Staff (CoS), as well as Development Team, the Chief Strategy Officer, and Chief Executive Officer (CEO) to develop and implement the organization's communications with donors and volunteers, positioning appeals and communications to different audiences to encourage support of the mission. The position is located at our office in Claremont, CA.

### TYPICAL DUTIES AND RESPONSIBILITIES

#### 1. Communications

- a. Create and manage regular email communications with supporters
- b. Work closely with the Development team to implement annual fundraising campaigns and other donor communications
- c. Convert direct mail appeals and other mailings into online campaigns (email and social media)
- d. Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and Annual Report
- e. Coordinate with Strategic Partners on communications for corporate audience and volunteers
- f. Oversee website content with staff and ensure at least monthly refresh of new material

- g. Manage cause-related marketing requests from potential partners/donors in consultation with CEO & Chief Strategy Officer – including blog posts for all corporate partner delivery events.
- h. Coordinate with printer, designers, etc., as needed. Track all invoices and manage budget
- i. Expands the organization's communications with its supporters in a way that is both effective and cost-efficient.
- j. Draft and design thank you communication templates for use by the Office Administrator. Update quarterly and upload to Salesforce.
- k. Track and record all media hits mentioning Shoes That Fit. Includes recording video clips for future use.
- l. Manage org-wide asset library (videos and photos) – making sure all media is accompanied by legal releases
- m. Interview donors, corporate partners, and volunteers for stories for email and print communications
- n. Order promotional / branded materials when requested
- o. Send liaison survey annually and analyze results
- p. Design and update "e-giving cards" for honorary and memorial donations
- q. Support the Development team in creating annual fund campaigns to solicit current donors and volunteers

## 2. **Social Media**

- a. Manage and staff Social Media Consultants by providing content and timelines that align with STF events and campaigns
- b. Increase awareness for key program initiatives and organization events, including campaigns, shoe distribution events, and donor acknowledgement
- c. Oversee content calendar and post social media content for Facebook, Instagram, Tik Tok and LinkedIn, and other social media, including posting from mobile phone for Instagram and Facebook Stories
- d. Support Development with graphic design for specific campaigns, including Elodie's Legacy and SHOEper Hero monthly giving program
- e. Submit Facebook donation reports to Office Administrator when payments come in from Facebook
- f. Engage with and thank social media donors
- g. Attend local events to document with pictures and videos

## **QUALIFICATIONS**

- A bachelor's degree and 2-3 years of non-profit development, marketing or communications experience
- Experience in Adobe Photoshop/InDesign/Lightroom/Premiere Pro, Canva, and/or Salesforce a plus.
- Self-driven, reliable, results-oriented person with a positive outlook, and clear focus on high quality work
- Excellent communication skills and ability to motivate, both in writing and verbally
- Represent the organization in a professional and business-like manner
- Excellent interpersonal skills and ability to work as a part of a team; comfortable working in a variety of capacities across the organization in support of the mission

- Demonstrated ability to be creative, organized and able to prioritize projects
- Computer and software skills; must be able to remain in a stationary position for 50% of the time
- Sufficiently mobile and flexible to travel
- A sense of humor and love of children required!

## HOW TO APPLY

- Submit a cover letter indicating your interest in and qualifications for the position, along with your resume, through Indeed.com OR via email to Linda Matthews, Director of Administration, Shoes That Fit, at [jobs@shoesthatfit.org](mailto:jobs@shoesthatfit.org).

## SALARY AND BENEFITS:

Job Type: Full-time, non-exempt

Salary Range: \$55,000 - \$65,000 commensurate with experience

Competitive health, vision and dental; generous 403(b) retirement contribution plan with company match after one year; Employee Assistance Program; holidays, vacation and sick time.

*Shoes That Fit provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.*