Marketing and Corporate Sponsorship Coordinator

Job Classification: Administrative
Hiring Range: $45,760-$52,000 DOE
FLSA Status: exempt
Department: Marketing
Full-Time

Job Description:
In partnership with the Executive Director, this position is responsible for the planning, development and implementation of all of Compass Center for Families’ marketing strategies, marketing communications, corporate sponsorships, and public relations activities, both external and internal.

Job Responsibilities:
- Responsible for editorial direction, design, production and distribution of all Compass Center for Families publications.
- Coordinate media interest in Compass Center for Families and ensure regular contact with target media and appropriate response to media requests.
- Coordinate the appearance of all Compass Center for Families print and electronic materials such as letterhead, use of logo, brochures, etc.
- Leads projects as assigned, such as cause-related marketing and special events
- Maintain and manage a “Thank you” process for donors
- Research and identify potential corporate sponsors that align with the organization’s values and mission
- Build and maintain relationships with existing and potential sponsors, including regular communication and engagement.
- Negotiate sponsorship agreements that meet the organization’s needs and
provide value to the sponsor.

- Monitor and report on marketing and sponsorship activities, including sponsorship revenue and return on investment (ROI).
- Ensure that all sponsorships are fulfilled and that sponsors receive the agreed-upon benefits and recognition.
- Develop and execute marketing campaigns across multiple channels, including social media, email, and print.
- Manage the organization’s website and social media presence, ensuring that content is up to date and engaging.

Professional Qualifications Needed:

- Minimum education: College degree (Bachelors preferred) in journalism, marketing, public relations preferred
- Minimum three years experience in marketing, communications or public relations with demonstrated success, preferably in the not-for-profit or association sector.
- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities.

Professional Skills Needed:

- Creative, strategic, analytical, organizational and personal sales skills.
- Experience writing press releases, making presentations and negotiating with the media
- Experience overseeing the design and production of print materials and publications.
- Strong oral and written communications skills
- Ability to adapt quickly to changing situations. Must be able to think quickly on your feet.
- Ability to work independently and as part of a team.
- Detail-oriented
- Ability to work with people from diverse backgrounds
- Computer skills, word processing, use of Google applications

Working Conditions/Location

- The Marketing and Corporate Sponsorship Specialist will work in an office environment and may be required to attend events and meetings outside of normal business hours. Some travel may be required. The majority of work will be in the office with the possibility of remote work as agreed upon.