



## **Job Description: Marketing and Communications Coordinator**

**Classification:** Salaried, Non-Exempt

**Reports to:** Development Director

**Revision date:** October 28, 2019

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### **Background**

Founded in 1971, Hear Indiana creates equal opportunities for children with hearing loss through Listening and Spoken Language. We envision a day when deaf and hard of hearing children will achieve their aspirations and thrive in their communities. The current budget is \$1.5 million, and Hear Indiana has seven full-time employees and two part-time employees.

### **Strategic Focus**

Since its inception, Hear Indiana has supported families of children who are deaf and hard of hearing. This organization has provided family support, advocacy services, a camp, and a listening and spoken language education conference for over three decades. In 2014, we partnered with Easterseals Crossroads to open the Speech and Hearing Resource Center, a one-stop shop for audiology services, speech therapy, and parent education. With a new strategic plan, we see the possibility of rapid growth ahead of us.

### **Job Summary**

Hear Indiana is seeking a Marketing and Communications Coordinator to raise awareness of our mission, our work, and our case for support.

This position will coordinate all communications and marketing efforts to raise public awareness of Hear Indiana. In addition, this position will be responsible for marketing and coordinating the special events we hold annually. Interested applicants should be excited to use their design, communications, and marketing experience to drive awareness of and engagement with a growing organization, strong community, and new brand.

This person should be organized, detail-oriented, and able to work independently. The ideal candidate will have prior experience in the nonprofit field and be excited to grow their strengths within a small team.

### **Responsibilities**

- Manage the communications calendar for the organization.
- Plan, implement and coordinate community outreach and media relationships and strategies, especially around events.
- Project manage and execute event marketing campaigns, including outreach, media, onsite branding, and follow-up communications.
- Work with Development Director and marketing consultants to develop and implement a communications/marketing strategy to effectively educate the public about children with hearing loss.



- With guidance from marketing consultants, implement our new brand key through collateral pieces, including: brochures, one-page offering outlines, social media, blogs, web content merchandise, and more.
- Create and maintain regular organization publications including website, eBlasts, mailings, annual reports and press releases.
- With the Development Director, create materials and content in support of regular annual fund appeals.
- Enhance Hear Indiana's public image and positioning, foster positive external relations, and build long-term strategic alliances.
- Take on additional special projects as necessary, including among others: blogging, advertisement creation, event support, infographics and more.

### **Qualifications**

- 2+ years of marketing or content writing experience required
- Bachelor's Degree in Marketing, Journalism, Communications, or related field preferred.
- Strong written and verbal communication skills.
- Strong event marketing and project management capabilities and ability to prioritize and execute multiple initiatives.
- Ability to approach work from a strategic perspective and identify processes and gaps, yet also be able to identify tactics and execute at the detailed level.
- Highly creative with strong computer skills and graphic design experience.
- Special events experience preferred.

### **Competencies**

- Willingness to become an enthusiastic advocate for listening and spoken language. Helpful to have knowledge of the deaf and hard of hearing population.
- Speak, listen, design, and write in a clear, detailed and timely manner using appropriate and effective tools and techniques.
- Highly motivated and dependable; ability to work independently and take initiative.
- Highly organized. Set priorities, monitor progress towards goals, and track details, data, information and activities.
- Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- Determine strategies to move the organization forward, create and implement action plans, and evaluate the process and results; consistently look for opportunities to grow and improve.

### **Salary/Benefits**

This is a full-time (40 hr/week) position. Flexible work schedule allowed. Some night/weekend hours are required during special events. Salary range \$35,000 - \$45,000 (actual amount commensurate with education and experience). In addition, you will receive a \$3,000 annual wellness bonus in lieu of health insurance. Hear Indiana is an equal opportunity employer.

**Environment**

General office environment. Very little travel required.

**Other Duties**

Please note, this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**Please send cover letter, resume, and responses to screening questions to [jobs@hearindiana.org](mailto:jobs@hearindiana.org) by November 30, 2019. Thank you!**



## Screening questions

1. You are applying to work for a smaller nonprofit, where all employees wear multiple hats. While utilizing technology is not the most important part of this job, we are interested in knowing how much on the job training you'll need to use these software programs successfully. Please rank your proficiency with the following software from 1 is I have never used, 5 is proficient and 10 = Expert:
  - Word
  - Excel
  - PowerPoint
  - Social media
  - Design software (e.g., Adobe Creative Suite). If experience, which ones: \_\_\_\_\_
  - Website Content Management Systems (CMS). If experience, which ones: \_\_\_\_\_
  - Constituent Relationship Management (CRM) databases. If experience, which ones: \_\_\_\_\_
2. Sometimes a supervisor's/team leader's evaluation of our performance differs from our own. When has this happened to you? What did you do about it?
3. Tell me about a time when you had to work with a challenging person. What happened and how did you handle it?
4. Tell me about how you stay organized. What does your personal project management look like?
5. How would your coworkers describe you in three words?
6. Do you have a personal connection to hearing loss? If yes, please elaborate about how you feel about our mission.
7. Why are you looking for a new position at this time?
8. What experience or qualities do you feel make you a uniquely qualified match for this position?
8. Please provide your salary and schedule expectations.