



Date Updated:
January 2024

Title: Marketing Coordinator
Reports To: VP of Advancement
Classification: Full Time

Job Summary: Joy's House retains a compassionate individual to champion our values of **self-worth, fulfilled lives, safety, individuality, truthfulness, comfort, and inclusion** in this position. This role will join our Joy's House team to serve our families and community by providing *exceptional* adult day and caregiver services.

The Marketing Coordinator will support the external messaging of Joy's House services, impact, and events to our community.

Primary Responsibilities:

- Steward relationships with program referral sources including but not limited to making regular visits, sending mailers, or other means of communication.
- Update and support the maintenance of the Joy's House website.
- Create graphics and support the design of materials as needed.
- Execute social media strategy sharing relevant Joy's House updates, participating in important industry conversations, as well as coordinating advertisements when relevant.
- Support the production of Caregiver Crossing through seeking and scheduling guests, edit and publish the radio program/podcast, as well as maintain the relationship with producing studio.
- Coordinate and draft newsletter communications for Joy's House constituents and prospective families with support from the Advancement and Care Services teams.
- Coordinate the inventory, design, printing, and updating of advertisement sales in CARE Kits as well as CARE Kit distribution when necessary.
- Maintain and inventory advancement documents such as brochures, sponsorship materials, one sheets, photos and more.
- Maintain and inventory merchandise.
- Coordinate sponsorship benefits with necessary staff.
- Take photos of relevant Guest activities, volunteer events, or other to upload and inventory in photo library.
- Identify and participate in relevant industry events.
- Identify and coordinate the application of various local and national awards.
- Support visiting volunteer groups and Joy's House events as necessary.
- All other duties as assigned.

Necessary Qualifications:

- Must be a strong written and verbal communicator with exceptional interpersonal skills.
- Must be creative, able to problem-solve and be adaptable.
- Must have experience with social media, email, and visual marketing.

At Joy's House, we celebrate our values of *Individuality* and *Inclusion*.

Employment opportunities at Joy's House are based upon one's qualifications and capabilities to perform the essential functions of a particular job. Joy's House is an equal opportunity employer.