



POSITION DESCRIPTION

Community Engagement Coordinator (Marketing)

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| POSITION TITLE: | Community Engagement Coordinator (Marketing) |
| MINISTRY DEPARTMENT: | Development (300) |
| REPORTS TO: | Director of Development |
| FLSA STATUS: | Exempt |
| LOCATION: | 777 Commercial Street NE Salem, Oregon |
| STATUS: | Full-Time |

Union Gospel Mission of Salem has been serving Marion and Polk counties for 70 years. Our promise is to help men, women, and children break free from homelessness through the transforming grace of Jesus Christ.

With a strong emphasis on teamwork and working in community, the development department at UGM strives to create a Christ-centered spirit of philanthropy and community engagement in the organization. This is accomplished by fulfilling our supporters' passions and interest resulting in improved facilities, strengthened programs, and increased services.

The Community Engagement Coordinator (Marketing) will be integral to our ministry's overall fundraising efforts. This position works closely with our Director of Development and will collaborate with others such as our Development Associate, Women's Philanthropy Director, Volunteer Coordinator, and more.

Our donors, residents, volunteers, and staff deserve our best efforts, and this position's outcomes must meet high standards regarding the quality of your work and relationships.

This position carries responsibilities in the following functional areas: **marketing, and social and digital media.**

Job Responsibilities:

- Maintain a positive, encouraging Christian work atmosphere by demonstrating and training staff in appropriate Customer Service C.A.R.E. standards.
 - Committed – Performs job with integrity – respects and honors others
 - Attentive – Models honesty and courtesy to all. Good listener
 - Responsive – Takes responsibility for quality results. Serves effectively
 - Excellent – Seeks to improve performance while providing excellent service
- Coordinate and implement creative and thoughtful marketing strategies serving the varied audiences at UGM. Managing the UGM brand is a high priority.
- Provide oversight and contribute to social media and content calendars by managing the production of interesting and shareable content, such as blog articles, social media posts, videos, infographics, etc.
- Coordinate with graphic designer, videographer, and other marketing-related partners to create, execute, and continually improve upon marketing opportunities that will establish our brand in Marion and Polk counties.





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- Work closely with other development team members to meet the needs of fundraising collateral material that is compelling, contemporary, and relevant to our partners, supporters, volunteers, and donors.
- Provide staff leadership to “One Table;” a community-wide fundraising and public awareness event.
- Monitor key marketing metrics to assist in improving communications, marketing, and fundraising for UGM.
- Monitor and improve organization website as needed.
- Write, proofread, and edit creative and technical content across digital and traditional media.
- Work with additional assignments and opportunities as assigned by Director of Development.

Proficiencies for Your Success:

- **Execution and Proactivity:** Perform and execute your job duties to the best of your ability using your internal drive and self-motivation. Think ahead and take ownership over your key performance indicators.
- **Creativity and Innovation:** Develop new insights into situations. Apply innovative solutions to improve and create our marketing presence using creative thinking and innovation.
- **Flexibility and Agility:** Be open to change and new information; adapt behavior and work methods in response to new information, changing conditions, or unexpected obstacles. Recognize changing trends through public behavior and adapt accordingly.
- **Integrity and Honesty:** High level of trust and confidence; behave fairly and ethically toward others and demonstrate a sense of corporate responsibility and commitment to the people served.
- **Customer Service Oriented:** Focus on our donors, supporters, staff, and volunteers. Provide detailed and consistent follow-up with projects and communications.
- **Team Building:** Inspire, motivate, and guide others toward accomplishing goals. When interacting with people, identify and take steps to prevent potential situations that could result in unpleasant confrontations. Manage and resolve conflicts and disagreements positively and constructively to minimize the negative impact.

Qualifications

- Must agree with Union Gospel Mission of Salem’s Statement of Faith and Standards of Conduct.
- Fast learner
- Independent and self-motivated
- Able to contribute and fit into company culture
- Strong written and verbal communication skills; shown ability to form relationships and interact with many different audiences and levels of management
- Experience effectively handling several workstreams and projects concurrently and independently
- Results-focused self-starter who demonstrates initiative and curiosity
- Critical thinking and organization skills, personal drive, and isn't afraid to act or seek clarity in the face of uncertainty





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- Outstanding analytical skills and strong attention to detail
- Copywriting experience
- Project management experience

To apply for this position:

- Go to ugmsalem.org/careers and fill out an application for employment.
- For this position we require a writing example. Please attach the sample to your resume and utilize the “upload option” for your resume.

