



Marketing Coordinator

Position Description

Reports to: Executive Director
Hours: 35 hours per week
FLSA Classification: Non-Exempt

Background:

The Center for the Prevention of Child Abuse (CPCA) a nonprofit organization in Poughkeepsie, NY, established in 1973 with the goal to end child abuse. Since that time, we have provided prevention programming for generations of school students, armed thousands of parents with the skills to be the best parent they can be, and aided in the investigation and prosecution of hundreds of child predators.

For more information about our organization's programs, services, and activities visit www.thecpca.org

Primary Role:

The CPCA is seeking to grow our team to include a coordinator of marketing and communications to help us grow our mission. This professional will coordinate existing initiatives, while also bringing new creative ideas to our organization.

Duties and Responsibilities:

- Strengthen our organization's brand through all media avenues;
- Develop and implement marketing plans that include print, broadcast, and online media;
- Create and distribute press releases, media relations content, and quarterly newsletter content;
- Design and create advertising campaigns to promote awareness of our agency, the subject of child abuse, and all fundraising efforts;
- Support resource development efforts and events from commencement to execution, including follow through after events;
- Broaden and deepen our impact on social media including creating and publishing consistent content, identifying target audiences, and engaging with members;
- Generate agency literature, including but not limited to marketing materials, and annual report;
- Design and create ads to help support departmental marketing needs (i.e. Teddy Bear Drive, Virtual trainings, etc).



Skills, Knowledge, & Abilities:

- Excellent communication skills - both oral and written;
- Exceptional attention to detail;
- Able to create content with clear purpose aligned with our organization's aesthetic;
- Critical thinker with strong problem solving and research proficiencies;
- Flexibility with changes in task and priorities along with using sound judgement;
- Able to multitask and manage multiple projects while meeting deadlines;
- Proven working experience in digital marketing, particularly with nonprofit organizations;
- Ability to gather large amounts of complex data and convert it into meaningful analysis in a user-friendly format;

Qualifications:

- Bachelor's degree in communications or related is preferred, Associate's degree with adequate experience may be considered;
- Experience working with children and families in crisis preferred;
- Superior project, time, and organizational management skills;
- Proficient in Microsoft 365, Adobe Suite, Constant Contact and WordPress;
- Experience with HTML, CSS, and JavaScript development and constraints preferred;
- Must demonstrate strong work ethic and moral standards;
- Strong organizational skills required;
- Able to represent the organization in a professional manner;
- Experience working from home;
- Passion for helping children.