



**JOB TITLE:** Marketing and Communications Coordinator  
**REPORTS TO:** Director of Communications  
**STATUS:** Full time  
**PAY RATE:** \$19-20/Hour, Non-Exempt  
**LOCATION:** San Diego, California

Are you looking for a meaningful career in a position that allows you to make a difference in your community? Voices for Children is a respected, local nonprofit organization focused on fulfilling our mission to advocate for the needs of children in foster care. Consistently ranked in the top three CASA programs out of 1,000 nationwide, our team takes pride in serving our children with the highest level of excellence and care. Come to work at Voices for Children and you'll enjoy a friendly, warm culture with the following generous benefits for our full-time employees:

- Start out with 12 vacation days per year, 13 paid holidays, and an additional 5 days of paid time off after Christmas Day through New Year's Day
- A comprehensive, affordable benefits package to include several medical plan options (one plan is free for employees), vision, dental, flexible spending account, 403b plan for retirement savings, etc.
- A welcoming work environment
- Alternative work schedule option

### **About Us**

Voices for Children is the Court Appointed Special Advocate (CASA) program for San Diego and Riverside Counties. The mission of Voices for Children is to transform the lives of abused children by providing them with Court Appointed Special Advocates (CASAs). VFC believes that every child deserves a safe and permanent home, and to that end, our vision is to provide a CASA to every child in foster care who needs one, monitor every court file in the system, and advocate to improve the lives of San Diego County's foster children.

Recruited, trained, and supervised by VFC, our volunteer CASAs interface with key agencies, legal counsel, and community resources to identify and protect the best interests of each foster child. CASAs act as fact finders for the juvenile court judge to ensure decisions are based on the most current and pertinent information about each child's situation. CASAs also provide emotional support as they guide their case children through the complex foster care system. CASAs strive to ensure that each child's unique needs are met.

### **About the Position**

The Marketing and Communications Coordinator is responsible for coordinating and implementing marketing and communications activities, under the direction of the Director of Communications, which support Voices for Children's (VFC's) mission, including its community awareness, fundraising, and volunteer recruitment goals.

The Marketing and Communications Coordinator should be prepared to handle matters confidentially and with the strictest security when the need arises, whether the items are labeled confidential or not. Further, this employee must work as a full member of the Voices for Children team.

### **Main Duties/Responsibilities**

- Serve as team lead for Voices for Children’s social media presence. Draft and schedule publication of compelling content on each of VFC’s social media accounts at the appropriate intervals for each platform. Interact with and respond to VFC’s social media audience, build VFC’s awareness and brand through an engaged following, and drive measurable action. Work with Marketing and Communications Associate to develop graphics needed for social media. Remain apprised of changing trends and social media best practices.
- Under the direction of the Director of Communications, serve as project manager on marketing or fundraising campaigns, event marketing, the biannual VOICE newsletter, video production, and other marketing projects. With great attention to detail, work efficiently and collaboratively on multiple projects, set and meet deadlines, and maintain excellent communication with various stakeholders. Write, edit, and proofread communications across the organization.
- Maintain VFC website, instituting updates as necessary for an excellent user experience, and working with other VFC staff to gather content, maintain image library, and maintain consistent messaging. Track, measure, and report on the level of engagement and actions taken by website visitors. Remain apprised of changing trends and website best practices.
- Contribute to the marketing team’s public relations strategy and help generate earned media for VFC, including pitching local media and monitoring relevant news about VFC, foster care, and the CASA field; track and record media mentions of VFC. Write press releases and develop story ideas and pitches.
- Produce written content for various electronic and print communications, including VFC’s blog, biannual VOICE newsletter, website, and other media.
- Manage VFC’s promotional products and store, including serving as primary liaison with vendors and maintaining inventories within approved budgets. Research and assist with the creation of new promotional products as needed. Work with program teams to maintain volunteer t-shirt inventories.
- Under the direction of the Director of Communications, collaborate with the philanthropy team to support organizational fundraising goals through marketing and communications activities.
- Under the direction of the Director of Communications, collaborate with the volunteer recruitment team to support organizational CASA recruitment goals through marketing and communications activities.
- Assist with tracking marketing metrics and activities to help team measure progress and evaluate priorities. Provide general administrative support to the Director of Communications.
- Serve on VFC committees as requested by the Director of Communications and/or President/CEO.

- Continually work to further the mission and vision of Voices for Children.
- Other duties as assigned.

### **Education/Skills**

- A bachelor's degree, certificate, or equivalent work experience in marketing, communications, or related field strongly preferred.
- Exceptional verbal and written communication skills.
- Proficiency with major social media platforms, particularly Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Proficiency with Microsoft Office programs, particularly Word, Excel, and PowerPoint.
- Experience in website Content Management Systems, particularly WordPress.
- Experience in email marketing platforms a plus, particularly Constant Contact.
- Familiarity with Adobe Creative Suite a plus, particularly InDesign, Illustrator, and Photoshop.
- Familiarity with AP Style guidelines.
- Self-starter, strong at multi-tasking, highly organized, and able to work independently and as an effective team member.
- Must have a valid California driver's license and automobile insurance as well as access to an automobile for local travel.
- Must meet all security-screening requirements as set forth in the California Rules of Court, Rule 5.655.

### **Work Schedule**

Standard work week is 40 hours; however, employees are expected to work any additional time necessary to meet deadlines and complete assignments. Evenings and weekends may be required. Additional hours are subject to overtime pay. The VFC office is open for business Monday through Friday: 8:00 AM to 5:00 PM.

### **Physical Requirements**

- Able to sit for prolonged periods of time

### **Work Environment**

- Professional office environment; this position will be remote to start due to COVID-19 restrictions
- Fast paced working with multi-level distractions

## **How to Apply**

Please go to the following link: <https://jsco.re/92bcc> and click “Apply for this Job” to apply. No phone calls, please. Position open immediately and will remain open until filled.

The person who is offered the position will undergo a background check, including a DMV record review, FBI and DOJ fingerprinting, and a check of the Child Abuse Central Index. Our hiring process includes an initial phone interview and at least three in person interviews with current VFC employees. We offer a competitive salary with full benefits. Please submit all application materials to be considered.

*At Voices for Children, we believe that we can best accomplish our mission of transforming the lives of children in foster care by maintaining an environment that reflects the diversity of the youth we serve. Voices for Children encourages and values diversity among our staff and volunteers.*

*Voices for Children is an equal opportunity employer. All aspects of employment including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs. We do not discriminate on the basis of race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under federal, state, or local law.”*