

*YOUTH DYNAMICS FOUNDATION, INC.*  
**JOB DESCRIPTION**

<b>Job Title:</b> Marketing/Communications Coordinator		<b>FLSA Status:</b> Exempt
<b>Supervisor:</b> Executive Director		
<b>General Information:</b> The Marketing/Communications Coordinator reports to the Executive Director and collaborates extensively with the Development/Foundation Coordinator, and other Leadership and local staff. This individual is responsible for developing and implementing a comprehensive marketing and communications plan/program for Youth Dynamics. The Marketing/Communications Coordinator will plan, organize, and carry out all marketing and communications activities with a significant portion of the Coordinators time to be spent in public relations, addressing both internal and external marketing and communications issues.		
<b>Minimum Qualifications</b>	Bachelor's degree from an accredited college or university, with a significant portion of the plan of study in the area of business, marketing, communications, required. Demonstrated experience in marketing and public relations is required, and preference may be given to applicants with experience in human services. Excellent writing, interpersonal communication, and formal presentation skills required. Must have demonstrated the ability to anticipate needs, take initiative, exercise creativity and innovation. Proficiency in using spreadsheet, database, and word processing software and some experience in desktop publishing desired. Must demonstrate good organizational skills and be a team player that enjoys working with other people.	
<b>Required Knowledge, Skills And Abilities</b>	<ul style="list-style-type: none"> <li>• Some knowledge of: emotional and mental disturbances among children and youth and of their treatment options; human service delivery systems and of community-based treatment options in Montana.</li> <li>• Must have strong organizational skills, ability to communicate effectively both orally and in writing, and must be able to establish and maintain effective working relationships among a variety of constituencies.</li> <li>• Thorough knowledge of the organization, policies and procedures, structure and operations.</li> <li>• Ability to communicate well with others both orally and in writing, using both technical and non-technical language.</li> <li>• Ability to establish and maintain effective working relationships.</li> <li>• Ability to prepare accurate and reliable reports.</li> <li>• Ability to operate a personal computer using standard word processing, spreadsheet, database and desktop publishing applications appropriate to assigned duties.</li> <li>• Ability to use logical and creative thought processes to develop solutions according to written specifications and/or oral instructions.</li> <li>• Ability to perform a wide variety of tasks with accuracy and speed under the pressure of time sensitive deadlines.</li> <li>• Ability to be flexible and adapt to organizational changes and needs.</li> <li>• Ability to work independently</li> <li>• Ability to collaborate and work as part of a team</li> <li>• Ability to lead group/team process.</li> <li>• Ability to travel.</li> </ul> <p>Possession of a valid driver's license and minimal insurance required by law.</p>	
<b>Essential Physical Abilities</b>	<ul style="list-style-type: none"> <li>• Sufficient clarity of speech and hearing, with or without reasonable accommodation, which permits the employee to communicate well with others both in person and over the telephone.</li> <li>• Sufficient vision, with or without reasonable accommodation, which permits the employee to review a wide variety of written materials, in both hardcopy and electronic form.</li> <li>• Sufficient manual dexterity, with or without reasonable accommodation, which permits the employee to operate a personal computer and transport files.</li> <li>• Sufficient personal mobility, with or without reasonable accommodation, which permits the employee to travel and to access work sites, carry supplies, files, equipment and food up to 30 pounds.</li> </ul>	
<b>Principal responsibilities</b>	<ul style="list-style-type: none"> <li>• Identify research, cultivate and solicit relationships with current and potential referral sources through direct mail campaigns and personal contact.</li> <li>• Coordinate the YD Marketing and Communications Plan/Activities related to annual and ongoing events in each YD location.</li> <li>• Identify the need for and coordinate the development of relevant promotional materials.</li> <li>• Develop, implement, and maintain YD Marketing/Communications Plan and coordinate initiatives.</li> <li>• Develop and coordinate the implementation of the Community Outreach and Relationship Building Plan</li> </ul>	

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	<ul style="list-style-type: none"> <li>• Consult with management and staff on marketing and public relations activities.</li> <li>• Insure that all efforts are in accordance with YD Strategic Plan and policies by coordinating efforts with Leadership Team.</li> <li>• Assist Development/Foundation Coordinator and Grant Writer in researching and identifying potential funding sources for marketing and public awareness including but not limited to foundations and public (national, state and local) entities.</li> <li>• Develop and implement a competency based staff orientation and training program to promote marketing and outreach skills.</li> </ul> <p><u>Organizational Responsibilities</u></p> <ul style="list-style-type: none"> <li>• Responsible for safely operating personal/lease vehicles during the transport of clients, travel to other Regions, and any business related travel as assigned by your Supervisor.</li> <li>• Maintain awareness of work environment and perform duties in a safe and responsible manner.</li> <li>• Maintain tact, diplomacy and professionalism at all times.</li> <li>• Complete required paperwork in an accurate and timely manner.</li> <li>• Participate as a positive member of the Youth Dynamics organization.</li> <li>• Act as a positive representative of Youth Dynamics to the public.</li> <li>• Participate in regular supervision with your Supervisor.</li> <li>• Participate in staffings and relevant in-service training as needed or required.</li> <li>• Attend all meetings as are necessary to fulfill job responsibilities.</li> <li>• Develop a plan for personal and professional growth, as needed.</li> <li>• Carry out other responsibilities as assigned by your Supervisor to further the mission of Youth Dynamics.</li> </ul>
<b>Minimum Expectations</b>	<ul style="list-style-type: none"> <li>• Develop and maintain comprehensive YD Marketing/Communications Plan and update annually.</li> <li>• Develop and maintain series of agency brochures and promotional materials that reflect sound and effective marketing principles and update as needed.</li> <li>• Maintain agency website as current and representative in collaboration with IT Coordinator.</li> <li>• Develop, implement, and coordinate a social media network plan to supplement public relations activities.</li> <li>• Establish, implement and track a comprehensive and coordinated marketing and public relations campaign that will increase the name recognition and public profile of Youth Dynamics.</li> <li>• Establish positive working relationships with news media including, but not limited to, newspapers, television, and radio stations throughout the YD service area.</li> <li>• Establish effective relationships with current and potential referral sources throughout the YD service area through personal contact and follow-up.</li> <li>• Facilitate the maintenance of current referral relationships and expansion to other potential referral sources.</li> <li>• Facilitate publishing of agency weekly bulletin, semi-annual newsletter and other routine internal and external communications and releases.</li> <li>• Review any exceptional communications' copy/messages prior to distribution for consistency and congruence with agency mission and marketing plan.</li> <li>• Assist ED in development of public relations presentation/arrangements.</li> <li>• Manage Marketing/Communications budget within agency guidelines.</li> </ul>

I acknowledge receipt of this job description:

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Employee

\_\_\_\_\_  
Date