



*Dove, Inc., established in 1970, is a multi-program social service agency working to meet unmet needs and to find solutions to social injustices.*

*Dove, Inc. | 302 S. Union, Decatur, IL 62522 | [doveinc.org](http://doveinc.org) | [dove@doveinc.org](mailto:dove@doveinc.org)*

## Administration

### Marketing and Communications Coordinator Job Description

#### GENERAL RESPONSIBILITIES

The Marketing and Communications Coordinator will be a key player in shaping and implementing effective marketing strategies. This role involves increasing exposure through public relations and social media, managing events, fostering community engagement, securing funds, and collaborating with stakeholders to support Dove's mission. The Marketing and Communications Coordinator will report to the CEO and will work with other staff, board members, and volunteers as part of a team dedicated to driving the success of Dove, Inc. They will play a critical role in being a face and voice for the organization. The Marketing and Communications Coordinator will be pivotal in enhancing our organization's visibility, engagement, and impact. This individual will be responsible for developing and implementing comprehensive marketing and communication strategies across various channels, including newsletters, press releases, social media, event planning, and web and graphic design.

#### EXAMPLES OF WORK

- Develop and execute marketing and communication plans to promote the organization's mission, programs, and events.
- Create engaging content for newsletters, press releases, website, social media platforms, marketing materials, including brochures, flyers, and promotional items, and other communication channels.
- Manage and maintain the organization's social media presence, including content creation, scheduling, monitoring, and engagement
- Maintain the Dove Mailing List for all counties.
- Manage agency and program marketing including social media, eblasts, press releases, website updates, and publishing designed in-house.
- Serve as the primary point of contact for media inquiries and press relations, including drafting press releases and pitching stories to journalists.
- Collaborate with internal teams to ensure consistent messaging and branding across all communication channels.
- Track and analyze the performance of marketing and communication efforts, providing regular reports and insights to inform future strategies.
- Work with Program Directors/Leaders, the CEO, and Dove Board Committees as assigned to fulfill strategic planning, fundraising, and development goals.
- Represent Dove, Inc. at professional and community events
- Plan and coordinate events, from inception to execution, to promote the organization's mission and engage volunteers, donors, and the community at large.
- Coordinates the seasonal projects, "Coats for Kids", a coat drive for kids, and Christmas Care and Share.
- Attends and participates in all required staff meetings.
- Performs related duties as required.

## QUALIFICATIONS

- Bachelor's degree in marketing, communications, public relations, or related field or equivalent experience or combination of experience and education.
- Proven experience in marketing and communications, preferably in the nonprofit sector.
- Excellent written and verbal communication skills, with a keen eye for detail and ability to tailor messages for different audiences.
- Strong writing and storytelling skills.
- Strong understanding of social media platforms and experience managing social media accounts for organizations.
- Proficiency in graphic design tools and experience with content creation (e.g., Canva, Adobe Creative Suite).
- Ability to multitask, prioritize, and meet deadlines in a fast-paced environment.
- Strong interpersonal skills and ability to work collaboratively with cross-functional teams.
- Experience in event planning and coordination is a plus.
- Experience in fundraising is a plus.
- Passion for the organization's mission and commitment to making a positive impact in the community.

Applicants must be able to perform the following: Lift and carry 30-50 pounds, sit and/or stand for prolonged periods of time, bend, twist, stoop, or kneel, exhibit manual dexterity, vision correctable to 20/20 or sufficient to complete job responsibilities, including color recognition, hearing correctable in order to complete job responsibilities.

## SALARY AND BENEFITS

The salary range is \$40,000 to \$45,000 annually, with annual raises depending on performance and available funds. Fringe benefits include paid holidays, paid leave, group health insurance, life and disability coverage, direct deposit, matching retirement fund, and an Employee Assistance Program.

## WORK CONDITIONS AND ENVIRONMENT

This is a full-time position requiring a minimum of 40 hours per week, with occasional evening and weekend duties.

**DOVE, INC. IS AN EQUAL OPPORTUNITY EMPLOYER**  
**March 2024**