



Title: **Marketing & Communications Coordinator**  
FLSA Status: **Full-time, Non-Exempt**

Reports to: **Director of Development**  
EEO Code: **2**

## EMPLOYMENT OPPORTUNITY

### Overview:

St Vincent de Paul is one of the longest serving social charities in Louisville. We are located in the up-and-coming Smoketown/Shelby Park neighborhood. Through our homeless shelters, supportive housing programs, professional case management services, and retail thrift stores, we provide compassion and hope for people struggling to overcome barriers to self-sufficiency.

### Position Summary:

The **Marketing & Communications Coordinator** increases community awareness of St Vincent de Paul's mission, programs and services while nurturing the integrity of the SVDP image, brand and reputation.

### Essential Duties and Responsibilities:

- Author, create, design, proofread and edit, that is, oversee, the entire production of a 4 page monthly, hardcopy print newsletter physically mailed to 5,000 potential donors each month
- Serve as author and editor for most other SVDP publications and flyers, including Annual Report, etc.
- Serve as administrator, generating content and overseeing SVDP's 7 social media accounts; Update social media content editorial calendar
- Serve as the go-to Spokesperson for, and sometimes the face of, the Agency
- Manage public relations strategy and advise CEO and Board with sense of urgency in case of emergencies
- Create (design and write) quarterly newsletter e-blasts and intermittent e-blasts around special events and donor/volunteer communications. Analyze the results of each blast by running reports in Raiser's Edge/Online Express.
- Promote all SVDP special events on our website, social media, and through press releases, and with media follow-up, television appearances, radio and print interviews, and occasional advertising.
- Provide monthly reports to executive director on SVDP's social media growth, using insights and analytics
- Place paid Facebook ads to drive awareness of SVDP events and our Thrift Stores. Provide monthly reports on effectiveness of ads using Facebook/Instagram analytics measuring each ad's Total Reach/Engagement/Actions, etc.
- Assist the Director of Development strategically to introduce, nurture and cultivate donor and volunteer relationships
- Design invitations for special and other collateral marketing materials on an as-needed basis
- Submit positive news coverage of Agency happenings via print, radio and/or television
- Develop and maintain media relationships
- Respond to public's comments, concerns and inquiries, or direct public to appropriate SVDP staff member
- Assist the Director of Development with special events and projects (e.g. Silent Auction, Golf Scramble, Donor Breakfasts, etc)
- Assist in securing media sponsorships for special events
- Manage community speaking and represent SVDP at appropriate public functions
- Track all media "hits" and maintain electronic press kit
- Responsible for internal cross-promotions of all SVDP departments and their respective activities
- Coordinate photography for SVDP events or Manage/schedule all advertising, ad production and media buys
- Create SVDP advertising content/visuals by designing print ads and/or writing ad copy
- Coordinate above with professional ad agency when applicable
- Manage PR/Marketing budget
- Order all stationery, forms, and staff business cards. Submit purchase orders for printing



Submit P.O.'s for all direct mail, newsletter, annual report and special print-projects expenses

Other duties as assigned

**Specific Knowledge, Skills, Abilities:**

- Demonstrated proficiency with editing and design software, including Microsoft Office and Adobe Acrobat, InDesign, and Photoshop; and with e-marketing CRM software, including Blackbaud's Online Express
- Demonstrated proficiency managing social content strategy across multiple platforms, including website and social media; technical proficiency with Facebook, Instagram, Snapchat, Twitter, Wordpress and HootSuite
- Excellent organizational, written and verbal skills
- Exceptional proofreading skills
- Excellent graphic-design skills
- Self-motivated and detail-oriented
- Ability to work in a team environment, leading or following, as needed
- Commitment to the mission and goals of St Vincent de Paul

**Education, Qualifications, Certifications, Trainings, Licenses:**

- Bachelor's degree in Marketing, Communications or related field
- Minimum of 3 years public relations and marketing experience
- A combination of education, training and experience that results in demonstrated proficiency to perform the work may be substituted
- Successfully pass any required pre-employment background and drug screening
- Valid Driver's license

**Reporting to this position:** None

**Benefits/Additional Information:**

In addition to a sense of purpose and pride that comes from serving others, eligible employees enjoy paid holidays, paid leave, paid Life/Short/Long Term Insurance as well as access to SVDP's Section 125 Health and 401(k) Retirement Plans.

St Vincent de Paul will conduct a thorough background investigation as part of its application process. Investigations are not limited to, but will include review and verification of the following: previous employment, character references, motor vehicle reports, personality and aptitude testing, drug screening and a comprehensive criminal background check.

To apply, interested applicants may apply online via [www.louisvilleworks.com](http://www.louisvilleworks.com) - or - in person - or - by mailing or emailing a cover letter and resume to:

St Vincent de Paul  
HR Director  
1015-C South Preston St  
Louisville, KY 40203  
Email: [dflanigan@svdplou.org](mailto:dflanigan@svdplou.org)

Cover letters are appreciated.

St Vincent de Paul is an Equal Opportunity Employer and absolutely committed to diversity. (M/F/D/V)