



Marketing Outreach Coordinator

Job Description

ESSENTIAL FUNCTION

The Marketing and Outreach Coordinator will report to and work with the Director, Marketing & Communications, on key marketing and community outreach initiatives within Shelter's fundraising and programming. This role is accountable for establishing and maintaining relationships with key community stakeholders, in addition to growing and managing Shelter's volunteer program and increasing in-kind support through a series of annual drives led by community and corporate partners. This is an external facing role and as such, the Outreach Coordinator is part of a team representing Shelter in the community and must maintain a commitment to Shelter, Inc.'s mission and values.

SPECIFIC DUTIES

Marketing & Communications

- Assist with planning and execution of social media strategy and report on data to make suggestions for improvement.
- Develop marketing collateral as assigned including email and social media graphics, flyers, brochures, etc.
- Support Director of Marketing & Communications in maintaining annual marketing calendar.
- Assist in maintaining website for accuracy and improvements
- Manage and execute Google Ads and report on data to make suggestions for improvement.
- Keep abreast of industry trends, best practices, and emerging technologies in marketing and communications.

Community Outreach

- Organize, plan, and attend outreach events, to promote Shelter's services and create brand awareness
- Help support client referrals by identifying community needs through outreach engagements.
- Evaluate the effectiveness of outreach initiatives and adjust as needed.
- Work with Director of Marketing & Communications and Shelter's Program leadership to create an education series for community partners.

- Manage Shelter’s Volunteer Program: advertise for, screen, and recruit volunteers, providing them with a seamless onboarding process, training and support, track performance, and keep records of activities in Shelter’s CRM. Actively cultivate volunteers and create engagement opportunities
- Create volunteer opportunities, outside of events, to engage current volunteers, bring new volunteers to the agency, and provide volunteers opportunities to donate.
- Work with the Annual Fund Manager to seek opportunities to partner with companies and other organizations to promote in-kind donations and develop multi-year partnerships.

Supervisory Responsibilities:

- Volunteers

JOB QUALIFICATIONS

- A bachelor's degree in marketing, journalism, public relations, social services, or related field
- 2 years of experience in related field is a plus, especially social media
- Graphics skills a plus, especially Canva
- Industry knowledge helpful
- Excellent communication, interpersonal, and leadership skills
- Strong organizational skills
- Experience with institutional databases, public access sites, and primary research skills
- Good reporting, technical, and statistical skills
- Experience with budget management

PHYSICAL DEMANDS AND WORKING CONDITIONS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential job functions.

While performing the duties of this job, the employee is frequently required to sit; talk or hear; stand; walk; and use hands to handle or operate objects. Specific vision abilities required by this job include close vision, distance vision and the ability to adjust focus.

WORK ENVIRONMENT

Shelter, Inc. is committed to providing safe, inclusive, and supportive resources for youth and families from all backgrounds and identities. We actively strive to create an environment that supports all employees, placing value in contributions from people from diverse backgrounds, and honoring all experiences, perspectives, and unique identities.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Work is performed primarily in the assigned facility, and occasionally in vehicles, meeting rooms both in the facility and at other agency sites.

CLASSIFICATION STATUS

This is an exempt position.

SALARY

\$45,000-47,000 annually

This position offers an exciting opportunity to make a meaningful impact on the lives of children and families in need. If you are a dynamic leader with a passion for marketing and communications, we encourage you to apply.

ABOUT SHELTER Since 1975, Shelter has been a leader in Chicagoland for providing the emotional and physical care, programs, and services that children need to build safer, healthier, and brighter futures. We are the only agency in the state of Illinois to provide fully comprehensive and community-based services for children and families at risk and in need. Our programs include emergency housing, transitional living, foster care, home visiting, and clinical support services. We are available 24 hours a day, 365 days a year. Shelter is committed to providing safe, inclusive, and supportive resources for youth and families from all backgrounds and identities.

SEND APPLICATION BY MAIL, FAX OR EMAIL

1616 N. Arlington Heights Road, Arlington Heights, IL 60004

FAX: 847.590.6184 • Email: HR@shelter-inc.org

Application in [PDF format](#) • Application in [Microsoft Word format](#)

