



OPERATION GRATITUDE
Position Description Form
Remote

JOB TITLE: Coordinator, PR & Marketing
DEPARTMENT: Development
REPORTS TO: Director, Marketing and Communications
LOCATION: Remote
TRAVEL: 10-20%

MISSION + VISION:

Mission: Our mission is to honor the service of our military and first responders by creating opportunities to express gratitude

Vision: We envision a future where all who serve believe the American people care

THE OPPORTUNITY:

Reporting to the Director, Marketing and Communications the Coordinator, PR & Marketing and Communications will be primarily responsible for administering the company's project management process for communications deliverables and will also act as PR support for the Marketing and Communications team

KEY RESPONSIBILITIES:

- Support the development and planning of marketing and communication campaigns by driving, managing, and fulfilling all requirements set forth in the marketing request form
- Support the team with marketing material development
- Monitor the communications calendar and help move all deliverables forward for Programs, Engagement, and Development teams
- Write blog posts a minimum of twice per month
- Support the administration, creation, and publishing of relevant, original, high-quality content for the 'In The News', 'Mail Call', and 'Testimonials' sections of the website. Report engagement each month
- Help manage and curate images for approved use. Tag and upload to One Drive and photo management platform
- Create video content for programs, volunteer outreach, and general marketing outreach.
- Work with the Media Relations Manager to prepare assets for the press and occasionally staff assembly events when the media have confirmed attendance
- Participate in the development and execution of marketing campaigns
- Other duties as assigned

QUALIFICATIONS & EXPERIENCE:

- A Bachelor's Degree in Marketing or equivalent field is preferred; relevant work experience strongly considered in addition to or in lieu of educational requirements
- Possesses knowledge and experience in the tenets of traditional marketing
- Demonstrates creativity and documented immersion in social media
- Demonstrates excellent writing and language skills
- Displays the ability to effectively communicate information and ideas in verbal, written, and video format
- Is a team player with the confidence to take the lead and guide other employees when necessary (i.e.: content development, creation and editing of content, and online reputation management)
- Demonstrates a working knowledge of Microsoft Office, Google Suite, and other productivities software and communications platforms, experience, and proficiency with Salesforce

PROFESSIONAL LEVEL: Full-time, Hourly, Non-Exempt

Operation Gratitude is an equal opportunity employer

For more information about Operation Gratitude, please visit www.operationgratitude.com

To apply, please email your resume and cover letter to resumes@operationgratitude.com