



SHELTER. SUPPORT. SOLUTIONS.

Marketing & Communications Coordinator

Job Announcement

Position Summary

From homelessness to coming home, Pillars provides shelter, support, and solutions to address the housing needs in our community. The Marketing & Communications Coordinator is part of the Community Engagement Team. The team is responsible for connecting the resources of our community with the needs of Pillars. This includes volunteer coordination, fundraising, outreach to donors, grant-writing, public relations initiatives, media relations, community involvement and event planning. The Marketing & Communications Coordinator reports to the Community Engagement Director and serves a key role in upholding the Pillars brand and telling the Pillars story to support the mission of Pillars.

Duties and Responsibilities (include but are not limited to)

- Has passion for the mission of Pillars and displays agency values: Respect, Collaboration, Empowerment and Grit.
- Develops, in partnership with the Community Engagement Director, and implements annual and initiative-specific marketing and communications plans for Pillars.
- Interacts with all operational teams within Pillars (Crisis Housing, Stable Housing, Supportive Services) to develop and maintain an awareness of agency activities; collaborates with Development Manager to develop compelling cases for community engagement and support.
- Writes and produces quarterly print newsletters in collaboration with the Development Manager, Community Engagement team and Pillars staff; manages timelines and expenses.
- Creates Pillars collateral materials, including brochures, presentations, flyers, event invitations, sell kits, etc., all in keeping with the Pillars brand; engages freelancers as needed within budget.
- Prepares news releases and maintains relationships with local media to share the Pillars story in the community.
- Supports Community Engagement team across functions – fundraising, volunteerism and outreach – by preparing materials and integrating communications and marketing for all initiatives and events.
- Owns the look and feel of the Pillars website; prepares and shares relevant content on the Pillars blog, with an eye to cross-channel communication.
- Maintains a social media plan, identifying target audience and goals for each medium; executes plan with both discipline and responsiveness to change.
- Coordinates photography of internal and external Pillars events, activities, employees and clients, acquires photo releases as appropriate and, with the Administrative Coordinator, maintains a storehouse of Pillars art.
- Supports site tours, frequent public speaking engagements and tracks outreach activities on a monthly basis.

- Spends time regularly with clients utilizing Pillars services to understand the mission of the organization.
- Other duties as assigned.

Core Competencies and Qualifications

- **Confidentiality** – Ability to maintain confidential information and safeguard the security of information of Pillars and our clients. Keep private information from unauthorized individuals, either within Pillars or others outside the organization.
- **Written Communication** – Writes clearly and persuasively. Edits work for spelling and grammar. Varies writing style to meet needs. Able to read and interpret written information, and use a tablet or smartphone.
- **Project Management** – Takes initiative to ensure projects are completed in a timely manner; demonstrates strong planning and organizational ability; has a passion for working collaboratively with others to attain a positive outcome.
- **Creativity** – Actively seeks to improve services; offers new and different options to solve problems. Promotes and persuades others to consider new ideas.
- **Problem Solving** – Identifies and resolves problems in a timely manner. Gathers and analyzes information skillfully. Develops alternative solutions. Works well in a group problem-solving situation; remains calm when dealing with emotional topics.
- **Teamwork** – Balances team and individual responsibilities. Gives and welcomes feedback; contributes to building a positive team spirit.

Education and/or Experience

- Bachelor's degree required
- Three years of marketing and/or communications related work experience is strongly preferred
- Experience with website and social media management strongly preferred
- Experience with Wordpress, Canva, and Adobe Creative Suite strongly preferred
- Ability to travel locally, with access to a reliable vehicle and possess a valid Wisconsin driver's license and automobile license.

Compensation

The compensation for this Full-Time position is competitive pay commensurate with experience.

Benefits include health insurance, dental insurance, vision insurance, vacation, holidays, sick leave, short & long term disability, life insurance, 401k retirement account and an Employee Assistance Plan.

To Apply

DEADLINE TO APPLY: September 18, 2020 by 8:00 AM

Send resume and cover letter to tmelzl@pillarsinc.org or mail:

Tracy Melzl, Human Resources Assistant, Pillars, Inc., 605 E Hancock Street, Appleton, WI 54911

Pillars is an Affirmative Action Equal Employment Opportunity employer committed to achieving a diverse workforce and to maintaining a community which welcomes and values a climate supporting equal opportunity and difference among its members. All qualified applicants will receive consideration for employment without regard to race, national origin, color, religion, age, genetics, sex, sexual orientation, gender identity, disability or veteran status.