



## Marketing and Communications Coordinator

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### Summary

Out Youth serves Central Texas LGBTQIA+ youth and young adults with programs and services to provide a safe space for community members to come together, receive support, and make friends who understand who they are.

*As a growing team, Out Youth is filling a new role: full-time Marketing and Communications Coordinator who is passionate about helping LGBTQIA+ people, loves non-profit work, and enjoys project management, graphic design, and persuasive writing.*

The Marketing and Communications Coordinator is primarily responsible for assisting the Director of Development in carrying out the implementation of development activities, with additional attention to organization wide communications. This position requires marketing experience, ideally in nonprofit work, with strong organizational, written and verbal communication skills, and an ability to prioritize as well as multitask.

**Compensation**            \$50,000-\$60,000, commensurate with experience

**Position Type**            Exempt, Full Time, 40 hours per week

**Reports to**                 Director of Development

**Direct Reports**            None

**Travel**                      Minimal

**Location:**                 This position is predominantly in our administrative office in North Central Austin, with flexibility to work remote 1-3x per week, workload depending

**Benefits**                    - Medical, dental, and vision insurance base plan paid at 100%  
- Set holiday schedule with paid spring, summer, fall, and winter breaks  
- Technology reimbursement

### Essential Functions

- Support internal and external communications bringing life to our mission through storytelling and messaging that inspire action and commitment among multiple target audiences
- Assist with web presence, graphic design, social media, email marketing, and mailed communications

- Work within a marketing and outreach plan to ensure Out Youth supporters remain engaged and informed.

#### *Org-Wide Marketing and Communications Strategy*

- Develop and disseminate organization-wide branding guidelines and equip all staff members with required assets (fonts, logos, colors, etc) for consistent communications
- Develop and disseminate clear, compelling, and comprehensive language about Out Youth's mission, values, impact, and needs
- Build collaborative relationships with staff across all departments, meeting frequently to ensure seamless workflows
- Develop an efficient and accessible marketing request procedure for all staff members to utilize for content development, event advertisement, website updates, mass communications

#### *Content Production*

- Manage the website with frequent edits, integrating suggestions for improvements
- Proficiently use tools such as Canva and Adobe Suite to produce compelling media that personalizes Out Youth communications
- Interview stakeholders such as clients, staff, and donors to compose articles and testimonials
- Pursue press opportunities with local radio, TV, news, and businesses

#### *Fundraising Support*

- Assist with fundraising appeals and gratitude expressions for mass communications and individualized communications
- Manage annual campaigns by creating timelines and workflows that require contributions from staff leadership, clients, and donors
- Proficiently use tools such as Constant Contact and Mailchimp for mass communications, tracking reader engagement and improving communications accordingly

#### **Skills & Competencies**

- Intermediate to expert proficiency with Canva, Adobe Suite, or comparable design tools
- Highly proficiency in persuasive writing
- Project management experience with communications campaigns, ideally in fundraising
- Intermediate to expert proficiency in Mailchimp, Constant Contact, or comparable tools

#### **Minimum Required Education & Experience**

- High school diploma or equivalent
- 2-4 years of communications, marketing, or nonprofit experience

- Experience with graphic design and social media management.

### **Preferred Education & Experience**

- Bachelor's or Master's degree from an accredited college or university, especially those with a background in communications, marketing, journalism, or English
- Experience working with historically disenfranchised communities
- Experience working in nonprofit communications and marketing

### **Physical Demands**

- Work is performed while standing, sitting and/or walking.
- Requires the use of hands for simple grasping and fine manipulations.
- Requires the ability to lift, carry, push or pull light weights, up to 30 pounds.

### **Additional Eligibility Qualifications**

- Must pass a criminal and motor vehicle violations background check.
- Must have a valid driver's license.

### **Work Authorization Requirements**

- Must be legally authorized work in the United States.

### **Equal Employment Opportunity**

Out Youth is committed to providing equal opportunity to all qualified applicants for employment. Out Youth aims to reflect the diversity of the community it serves. No employee or applicant will be discriminated against on the basis of race, ethnicity, religion, sex, sexual orientation, gender identity, gender expression, age, disability, country of origin, documentation, or any other factor protected by state, local, and/or federal laws.

Out Youth is committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities. If you require reasonable accommodation in completing this application, interviewing, completing any pre-employment testing, or otherwise participating in the employee selection process, please direct your inquiries to [jobs@outyouth.org](mailto:jobs@outyouth.org).

### **Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

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