



JOB DESCRIPTION

Last Updated: 2025-05-12

Job Title: Marketing and Communications Coordinator

Currently Filled By: To be filled

Summary:

OutYouth 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.

OutYouth seeks a Marketing and Communications Coordinator who is passionate about OutYouth's mission to promote the physical, mental, emotional, spiritual, and social well-being of sexual and gender minority youth so that they can openly and safely explore and affirm their identities.

The Marketing and Communications Coordinator's duties include developing creative social media content and monitoring OutYouth's social media platforms, writing content and maintaining OutYouth's website, project management, graphic design, and persuasive writing.

The Coordinator assists the Director of Development in implementing development activities and has additional duties in organization-wide communications. This position requires communications and marketing experience, ideally in a nonprofit setting, strong organizational, written, and verbal communication skills, and the ability to prioritize and multitask.

Compensation: \$55,000-\$62,000 annually based upon level of experience

Position Type: Full-time, 40 hours per week

Location: Austin, Texas, United States

Classification: Exempt

Reports To: Robin Murphy , Director of Development

Direct Reports: None

Travel: None

Work Hours:

Standard office days are Monday through Friday, 9 AM to 5 PM. The final schedule will be determined in coordination with the Director of Development.

Some evening and weekend hours are required.

This position is hybrid, with the ability to work remotely.

Benefits:

- Medical, dental, and vision insurance base plan paid at 100%.
- 403(b) retirement plan with up to 3% employer match.
- Four weeks of paid vacation congruent with the established organization schedule.
- Additional paid time off by request.
- Annual professional development stipend.

Essential Functions:*Fundraising Support*

- Helps develop fundraising appeals and expressions of gratitude for mass and individualized communications.
- Manages annual campaigns by creating timelines and workflows that require contributions from staff leadership, clients, and donors.
- Proficiently uses tools such as Mailchimp for mass communications, tracking reader engagement, and improving communications accordingly.
- Assists with fundraising events, including the event marketing plan, registration, and signage.

Content Production

- Creates marketing collateral for departments across the organization.
- Manages the website with frequent edits, integrating suggestions for improvements.
- Proficiently uses Canva, Adobe Suite, Figma, and other tools to produce compelling media that personalizes OutYouth communications.
- Interviews stakeholders such as clients, staff, and donors to compose articles and testimonials.

Org-Wide Marketing and Communications Coordination and Production

- Supports internal and external communications by bringing life to our mission through storytelling and messaging that inspire action and commitment among multiple target audiences.

- Assists with web presence, graphic design, social media, email marketing, and mail communications.
- Works within a marketing and outreach plan, including an editorial calendar, to ensure OutYouth supporters remain engaged and informed.
- Serves as the first point of contact for the community via hello@outyouth.org, general voicemail inbox, and social media comments and direct messages.
- Develops and disseminates organization-wide branding guidelines and equips all staff members with required assets (fonts, logos, colors, etc.) for consistent communications.
- Develops and disseminates clear, compelling, and comprehensive language about OutYouth's mission, values, impact, and needs.
- Builds collaborative relationships with staff across all departments, meeting frequently to ensure seamless marketing and communication workflows.
- Develops an efficient and accessible marketing request procedure for all staff members for content development, event advertisement, website updates, and mass communications.

Skills & Competencies:

- Intermediate to expert proficiency with Canva, Figma, Adobe Suite, and WordPress.
- Highly proficient in persuasive writing.
- Project management experience with communications campaigns, ideally in fundraising.
- Intermediate to expert proficiency in Mailchimp or comparable tools.

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 communications, marketing, journalism, or English background.
- Experience working in nonprofit communications and marketing.

Work Environment:

- Indoor office environment for most day-to-day work activities.
- Some outdoor environments with temperature variance and possible exposure to weather when attending meetings or events off-site.
- Must work with large groups of people in busy and active environments.

Physical Demands:

- Work is performed while standing, sitting, and/or walking.
- Frequent computer use at workstations for extended periods of time.
- Requires the use of hands for simple grasping and fine manipulations.
- Must be able to read, write, and communicate verbally and in writing to express and exchange ideas.

Additional Eligibility Qualifications:

- Must pass a criminal background check.

Work Authorization Requirements:

- Must be legally authorized to work in the United States.

Equal Employment Opportunity

OutYouth is committed to providing equal opportunity to all qualified applicants for employment.

OutYouth aims to reflect the diversity of the community it serves. No employee or applicant will be discriminated against based on race, ethnicity, religion, sex, sexual orientation, gender identity, gender expression, age, disability, country of origin, documentation, or any other factor protected by federal, state, and/or local laws.

OutYouth 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 accommodations to complete this application, interview, complete any pre-employment testing, or otherwise participate in the employee selection process, please direct your inquiries to people.ops@outyouth.org.

Other Duties

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

Application & Hiring Process

Visit to <https://outyouth.bamboohr.com/careers/33> to apply.

Send any questions to people.ops@outyouth.org.

Applications will be accepted for at least two weeks from the posting date.

The position will remain open until filled.

APPROVAL

This job description has been approved by:

Executive Director: Aubrey Wilkerson

Signature

Date

Manager: Robin Murphy

Signature

Date

People Ops (HR): Jaryn Holbrook Janeway, MBA

Signature

Date

ACCEPTANCE

The employee's signature below indicates the employee's understanding and acceptance of the requirements, essential functions, and duties of the position.

Employee:

Signature

Date