

Mission

Creating strong communities by partnering with nonprofits, government and businesses for more impactful, successful organizations and programs.

Job Posting – May 2019

Marketing and Public Relations Coordinator

The Marketing and PR Coordinator will support Align's mission by developing and implementing the organization's marketing, communications and public relations strategies. Performs highly responsible and complex work involving delegated and independent functions requiring broad knowledge of Align's services. Maintains client confidence in Align and protects client/customer operations by keeping information confidential.

Responsibilities include:

- Effectively communicate, both verbally and in writing, Align's mission, programs and services to a variety of audiences
- Network with people to build relationships with key stakeholders, including current clients and potential future clients
- Explore and seek out opportunities for new client partnerships
- In alignment with the corporate strategic goals, prepare an annual marketing plan and budget
- Promote and increase awareness of Align's mission and work utilizing various marketing platforms including website, Facebook, Linked-In, Twitter, and Constant Contact
- Produce written content for marketing platforms and edit reports and other corporate/client documents as requested
- Oversee brand management to ensure consistent look, style and feel for external communications
- Coordinate Align's presence at community events as well as selected statewide conferences and conventions; represent Align at designated functions
- Coordinate and prepare responses to requests for proposals in collaboration with leadership team
- Track performance indicators and metrics for all marketing platforms and prepare reports for the leadership team
- Work with marketing vendors to ensure timely production and delivery of services
- Maintain professional and technical knowledge of marketing and client development principles
- Maintain professional and technical knowledge of Align's services
- Ensure email distribution list is kept current and accurate
- Provide marketing support on client projects as assigned
- Participate in internal and external corporate activities

****Additional responsibilities may be added as business needs change.**

Organizational and External Relationships:

This position reports to a member of the leadership team and may receive direction from any member of the leadership team. No supervision of other employees. Interfaces daily with management and employees. Supports corporate values by demonstrating high regard for clients, the communities we serve and the internal team. Represents the corporation in the community and promotes the corporation's goodwill interest in community activities.

Qualified individuals will have:

- A bachelor's degree in marketing, communications, or related field
- Demonstrated skills, knowledge and experience in the development and execution of marketing, communications and public relations activities
- Experience in social media, email marketing and website management
- Excellent skills in written composition
- Excellent interpersonal, analytical and communication skills.
- The ability to contribute to and work within a team environment.
- Advanced computer usage/skills
- Strong organizational skills and ability to manage multiple project at a time
- Ability to travel within and outside of the state

Material and Equipment Directly Used:

Automobile, telephone, personal computer, computer printer, variety of software packages, and word processing programs.

Physical Demands:

An open office environment with comfortable surroundings. While performing the duties of this job, employees are regularly required to sit; talk or hear, both in person and by telephone; use hands to finger, handle, feel or operate standard office equipment, and reach with hands and arms. Employees are frequently required to stand and walk and lift up to ten pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus. Must have a valid driver's license and ability to travel.

About the Position:

- Full-Time Exempt, located in Cheyenne, WY
- Salary range starts at \$45,000 annually
- Comprehensive benefit package, including:
 - Health, dental and vision insurance
 - Flexible spending account
 - Life and long-term disability insurance
 - 501(k) Plan
 - Paid vacation, sick and personal time; paid holidays
 - Education assistance plan

Position closes May 31, 2019. Please submit cover letter, resume and writing sample to:

Align

Attn: Human Resources

1401 Airport Parkway, Suite 300

Cheyenne, WY 82001

Or email hr@TheAlignTeam.org