Job Description | Marketing & Communications Coordinator

Contract Labor Position

Approximately 250 Total Hours

$5,000 Salary, Paid in 4 Installments

Position Accountable To: Heart of Lebanon Executive Director and the Heart of Lebanon Board of Directors

Position Description:

The Marketing & Communications Coordinator oversees the organization’s communications plan and is responsible for clearly articulating the Heart of Lebanon’s mission, vision, and accomplishments to a variety of audiences. The coordinator oversees key communications initiatives, such as the publication of Heart of Lebanon Quarterly Newsletter, and the organization’s social media presence. The coordinator develops our Transformation Strategy Marketing plan and is responsible for working with the downtown business community to identify cooperative marketing opportunities that fall within this Transformation Strategy. The coordinator creates opportunities for the Executive Director to serve as spokesperson for the organization, but isn’t afraid to fill in as necessary, whether on camera or in front of a group. The ideal candidate will use their skills as a storyteller and brand manager to bolster the organization’s fundraising and partnership-building activities. Candidates should be open to advancing their professional career as The Heart of Lebanon continues to expand its capacity to market Downtown Lebanon.

Duties and Responsibilities:

- Develop and implement the organization’s communications and marketing plan.
- Develop and Implement Branding Opportunities for the Heart of Lebanon
- Cultivate relationships with local, regional, and national media outlets to drive increased positive exposure to Downtown Lebanon
- Write and distribute press releases and handle press inquiries.
- Work with downtown businesses on promotions, co-op marketing, and other opportunities that attract patrons to Downtown Lebanon.
- Create opportunities for the Executive Director and Board Members to elevate the organization’s prominence among local and regional stakeholders, donors and economic partners.
- Manage the production and content of a quarterly Heart of Lebanon Newsletter.
- Oversee the development of collateral materials, such as brochures and guides with copywriting and oversight of designer.
- Oversee development and maintenance of www.heartoflebanon.org and the organization’s social media accounts (Facebook, Twitter, Instagram).
- Provide support as needed to the Events Coordinator.