



## JOB DESCRIPTION

**POSITION TITLE:** PR/Marketing Coordinator

**EXEMPTION STATUS:** Exempt

**JOB RELATIONSHIPS:**

Reports to: Director of Community Engagement/Chief Program Officer/Chief Executive Officer  
Supervised by: Director of Community Engagement  
Personnel supervised: None  
Interrelationships: Department of Family and Protective Services staff, law enforcement staff, Cook Children's Medical Center staff, Tarrant County District Attorney's staff, community agencies, Alliance For Children Board of Directors and staff, donors, children and families.

**Summary:**

The PR/Marketing Coordinator, working independently and as part of a team, is responsible for managing Alliance For Children's marketing strategies and public relations needs. Serves as part of the team overseeing all child abuse prevention community awareness programs, working to engage community members in the mission and work of Alliance For Children.

**Job Duties/Essential Functions:**

*COMMUNITY ENGAGEMENT*

- Coordinate with the Community Engagement Team in the development of new opportunities for Alliance For Children.
- Develop and maintain relationships with community donors.
- Attend community group meetings and events to promote Alliance For Children and increase awareness and support.
- Represent Alliance For Children by serving on collaborative committees within the community.
- Coordinate with the Community Engagement Team to manage the Back to School and Holiday Client Support Programs for the agency.
- Request in-kind donations from area businesses/organizations to support the work of Alliance For Children.
- Coordinate with the Community Engagement Team to establish and oversee Alliance For Children led community work groups/committees to enhance the services of Alliance For Children.
- Coordinate with the Community Engagement Team to provide events/activities at all centers to foster a supportive teamed environment.
- Perform other related duties as requested by immediate supervisor or the Chief Executive Officer.

## COMMUNITY EDUCATION

- Develop public speaking opportunities to share the mission and purpose of Alliance For Children.
- Coordinate with the Community Engagement Team to oversee Child Abuse Prevention Month efforts.
- Give tours of the Alliance For Children centers to help educate the public about the mission and work of the agency.
- Coordinate with the Community Engagement Team to provide ongoing training opportunities for Alliance For Children staff and partners.
- Perform other related duties as requested by immediate supervisor or the Chief Executive Officer.

## MARKETING AND PUBLIC RELATIONS

- Design and create Alliance For Children print and marketing pieces across programs including development and programmatic pieces. Specifically, this could include special events, agency/program brochures, Annual Appeal, Annual Report and Child Abuse Prevention Month materials.
- Manage online media activities, including social media and e-blasts. The PR/Marketing Coordinator will be responsible for the accuracy and design of all media utilized.
- Gain permission for use of artwork and photography in Alliance For Children pieces.
- Build relationships with local media outlets to create new media opportunities for Alliance For Children. The PR/Marketing Coordinator will maintain regular communication with media outlets regarding special events, Alliance For Children stories of special interest, new programs, etc.
- Create new avenues for promoting Alliance For Children.
- Perform other related duties as requested by immediate supervisor or the Chief Executive Officer.

### Knowledge/Skills/Abilities:

- Bachelor's degree required. Degree in PR or Marketing preferred.
- 2 or more years' experience in social services field, marketing and PR and/or non-profit organization required.
- Strong communication and networking skills; be a team player.
- High level verbal and written communications skills.
- Strong organizational skills; self-starter.
- Must have valid driver's license and proof of liability insurance if driving for agency purposes.
- Must successfully complete annual criminal and civil background checks.
- Able to maintain confidentiality and present in a positive, professional manner at all times.
- Able to maintain composure and professionalism under pressure of deadlines.
- Regular and reliable attendance.
- Personal qualities of integrity, credibility, and dedication to the mission of Alliance For Children.

### Physical Requirements:

Able to sit, walk, stand, bend, squat, kneel and twist on an intermittent and sometimes continuous basis. Able to grasp, push, pull objects and reach overhead. Able to operate a telephone and computer. Able to lift up to 20 lbs. Moderate independent travel by private auto required.

### Mission:

The mission of Alliance For Children is to protect Tarrant County children from child abuse through teamed investigations, healing services, and community education.