

# **Community Engagement & Marketing Coordinator**

**Status:** Part-Time, Non-Exempt

**Schedule:** Up to 24 hours per week

## **Position Overview**

Circle of Hope seeks a creative, organized, and community-minded Community Engagement & Marketing Coordinator to lead marketing, social media, community awareness efforts, public education, and volunteer engagement throughout the tri-county service area.

The ideal candidate is an effective communicator who enjoys building relationships, creating engaging content, coordinating events and volunteers, and representing Circle of Hope in the community.

## **Key Responsibilities**

### **Community Outreach and Education**

- Represent Circle of Hope at community meetings, Family Violence Task Force meetings, networking events, resource fairs, and other public gatherings.
- Build and maintain relationships with community partners, service providers, businesses, schools, faith communities, law enforcement, courts, and other stakeholders.
- Maintain current knowledge of local and regional resources and strengthen referral relationships with partner agencies to support accurate, survivor-centered referrals and community response.
- Organize and/or assist with awareness campaigns, including Domestic Violence Awareness Month activities, community events, donation drives, and special projects.
- Deliver presentations, training sessions, and educational opportunities for community groups and professional partners.
- Maintain and distribute outreach materials throughout Circle of Hope's service area.
- Collaborate with the Resource Development Director on community events and special projects.

### **Marketing and Communications**

- Manage Circle of Hope's social media presence, including content creation, scheduling, audience engagement, and performance monitoring.
- Maintain website content, event calendars, announcements, and volunteer information through Wix.
- Create graphics, flyers, brochures, newsletters, displays, email communications, and other print and digital marketing materials.
- Support agency events, fundraising efforts, awareness campaigns, and volunteer recruitment through consistent, mission-focused communications.
- Maintain Circle of Hope's branding, messaging, and visual identity across communication platforms.

- Ensure public communications, photographs, stories, testimonials, and digital content protect survivor privacy and comply with agency confidentiality, safety, consent, and branding policies.

### **Volunteer Engagement**

- Promote volunteer opportunities through outreach, community events, social media, and agency communications.
- Coordinate volunteer screening, onboarding, orientation, placement, and recognition in collaboration with agency staff.
- Maintain volunteer records and participation information.
- Help create a positive, organized, and meaningful volunteer experience that supports Circle of Hope's mission.

### **Additional Responsibilities**

- Track outreach, training, volunteer, and community-engagement activities for reporting and program evaluation.
- Participate in staff meetings, agency trainings, and professional-development opportunities.
- Maintain confidentiality and uphold trauma-informed, survivor-centered, culturally responsive, and professional practices.
- Perform other related duties as assigned.

### **Qualifications**

- Bachelor's degree in Communications, Public Relations, Marketing, Digital Media, Graphic Design, Human Services, or a related field preferred; relevant education and experience may be considered in place of a degree.
- At least two years of experience in communications, marketing, public relations, social media management, graphic design, volunteer coordination, community engagement, or a related area required.
- Strong public-speaking, writing, editing, presentation, relationship-building, and organizational skills.
- Experience with social media platforms, Wix, Canva, Adobe Creative Suite, Microsoft Office, email marketing, website management, and digital-media analytics.
- Ability to manage multiple projects, meet deadlines, work independently and collaboratively, and maintain attention to detail.
- Availability for occasional evening and weekend events, trainings, and community activities.
- Commitment to Circle of Hope's mission and the ability to communicate about sensitive topics with compassion, professionalism, and discretion.
- Valid driver's license and the ability to travel throughout the tri-county service area.
- Successful completion of applicable background-screening requirements.