



## **Job Description**

<b><u>Date:</u></b>	May 2016
<b><u>Job Title:</u></b>	Marketing Coordinator
<b><u>Department:</u></b>	Admin
<b><u>Reports To:</u></b>	Director Marketing and Donor Recruitment
<b><u>Status:</u></b>	Full-time

### **Basic Accountability Statement:**

This position supports the Director of Marketing and Donor Recruitment and Donor Resource Coordinators by performing administrative and promotional activities for MEDIC blood drives and events. The individual contributes to a courteous and positive atmosphere by providing excellent customer service at all times.

### **Duties and Responsibilities:**

- Execute telerecruitment strategies to generate higher donor turnout
- Maintain social media presence
- Respond to all donor emails and electronic communications in a timely manner
- Organize, facilitate, and execute MEDIC special events as needed
- Represent MEDIC at various community events as needed
- Coordinate with volunteers to meet the needs of MEDIC
- Assist with solicitation of corporate contributions including in-kind gifts to incentivize donors
- Assist with distribution and tracking of donor surveys
- Execute text campaigns for blood donors
- Assist with mailings to donors
- Design monthly email newsletter
- Design/Update marketing material
- Deliver material to blood drives as needed
- Provide on-site assistance at blood drives as needed
- Organize, facilitate, and execute MEDIC special events
- With the Director of Marketing, coordinate media interview requests
- Coordinate with volunteers to meet the needs of MEDIC
- Assist in the design of MEDIC t-shirts
- Assist in utilizing recruitment volunteers
- Be familiar with MEDIC membership programs; replacement, autologous, designated, therapeutic and apheresis
- Demonstrate a high level of customer service, team work, professionalism and confidentiality.
- Maintain files related to recruitment, PR, and/or marketing.
- Adheres to MEDIC's Customer Service Policy.
- Other duties as assigned.

### **Required Skills:**



- Basic computer experience and familiarity with Microsoft office suite including Word, Excel, and Publisher is required.
- Ability to manage/maintain social media accounts on multiple platforms including Facebook, Instagram, Twitter, and Hootsuite
- Valid TN Driver's License
- Ability to speak Spanish is desirable
- Experience with the Adobe suite is desirable
- Experience with Wordpress is desirable

**Education:**

Bachelor Degree preferred.

This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

*Medic offers a competitive compensation and benefits package including medical/dental, vision coverage, FSA, LTD, company-matched 401(k), and paid vacation/holidays/sick leave.*

*Medic is an Equal Employment Opportunity that values and encourages diversity. We actively promote a drug and tobacco free workplace.*