



JOB DESCRIPTION

Job Title:	Marketing Coordinator
Location:	Denver, CO and some required business in Winter Park CO
Department:	Operations and Communications
Reports to:	Director - Operations and Communications
Supervises:	NA
FLSA Status:	<input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/> Exempt
Classification:	<input type="checkbox"/> Year Round <input type="checkbox"/> Seasonal <input checked="" type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full Time <input type="checkbox"/> Part Time

About the NSCD

We are Colorado's most comprehensive provider of adaptive outdoor experiences. We offer more programs, in more places, in more ways that change lives. The National Sports Center for the Disabled is a leading provider of adaptive outdoor recreation experiences committed to helping individuals with disabilities, their caregivers and the broader community rethink ability. Through the power of adaptive innovation, recreation and Colorado's great outdoors, we are transforming lives, families and communities and creating a world that celebrates each person's abilities.

Our exhilarating adaptive outdoor experiences help participants make the very most of their passion, their talents and their aspirations. They discover a renewed sense of confidence, reignite the pure joy of play, and find motivation to try new things, meet new people and believe in their own abilities. With industry-leading adaptive equipment, renowned coaches, instructors and volunteers and unmatched mountain and metro programs, we change the perceptions of athletes of all levels and help them, and the world, [#RethinkAbility](#).

Position Overview

The Marketing Coordinator collaborates with the Director of Marketing and key staff members to develop and implement marketing and communication strategies that support the overall efforts to raise awareness and funding for the NSCD. This position focuses on building and maintaining NSCD's online presence, including social media, e-newsletters, website updates, and designing collateral for distribution.

Job Duties

The job duties of this position are performed personally, in cooperation with your supervisor, and/or in coordination with other staff. Additional work functions and duties may be assigned.

Marketing Duties/Responsibilities

- Build and maintain social media presence across multiple platforms, including content creation and placement.
- Produce collateral such as flyers, business materials and other marketing materials using Adobe Suite.
- Generate the monthly NSCD e-newsletter and other e-mail communications in MailChimp platform including setting up templates with new brand standards.
- Post calendar listings and other print/electronic media in publications as directed.
- Maintain website content.
- Provide search engine optimization (SEO) maintenance on website.
- Maintain client registration and data management system links and coordination with website.

- Support development/fundraising initiatives with requested marketing materials.
- Assist with program outreach and advertising.
- Assist with NSCD special events as needed.
- Organize and maintain NSCD photo/video library.
- Assist program and volunteer teams at 6+ ability clinics.

Professional Performance

- Adhere to all Personnel Policies and Procedures for the Agency.
- Maintain professional standards of performance, demeanor, and appearance at all times; act as a “role model” both at and away from the Agency.
- Maintain a creative, team-building approach to job performance and seek to bring a constructive, problem solving orientation to all tasks.
- Perform all tasks and responsibilities with attention to detail and in a complete and timely manner, complying with agency policies and standards and conforming to the scheduling requirements of the job and program.
- Maintain an awareness of the agency’s mission and work to promote the positive individual and social change goals it embodies.
- Exercise discretion and professional judgment at all times keeping with the responsibilities carried personally and by the agency for the care and welfare of the clients; act with honesty and integrity in all aspects of Agency business.
- Actively strive to upgrade professional skills through engaging in appropriate professional training and experience.
- Actively strive to create and maintain a culturally sensitive and appropriate environment through communication and interaction that demonstrates respect for diversity.

Other duties may be assigned

Qualifications

- High School Diploma or Equivalent, Bachelor’s degree in marketing, communications, PR or similar preferred.
- Must be computer proficient and possess experience of Microsoft Office Suite, Adobe Design Suite, HooteSuite or similar and the ability to learn new software as needed.
- Excellent written and verbal communication skills including writing and report development.
- Ability to implement agency vision, mission, values and strategic plan.
- Ability to handle multiple tasks and to assess and change priorities based upon agency needs.
- Strategic thinker who communicates professionally and effectively with diverse staff, volunteers, donors, prospects, and community stakeholders.
- Ability to maintain consistent exercise of discretion and confidentiality in the performance of duties.
- Ability to work with a high degree of autonomy, initiative and exercise personal judgment in a fast-paced environment with a strong sense of humor and integrity.
- Superior skills to organize, plan, and execute the full scope of required programs.
- Knowledge of disabilities and of adaptive recreation and equipment is desirable.
- Candidates must possess a Colorado driver’s license, meet background check criteria and criteria regarding clearance to drive NSCD vehicles.

Work Schedule

This is an office based position, Monday – Friday from 8am-5pm. Weekend or evening hours may be required based on company needs.

Salary

The hourly rate pay range for this position is \$15.00 - \$18.00. Actual salaries will vary and may be above or below the range based on various factors including but not limited to experience, education, training, and performance. This position is a temporary position from May – August but may have the opportunity to make it permanent.

NSCD provides a comprehensive benefits plan including employer sponsored medical and dental benefits, employer paid life insurance and disability benefits, paid vacation, paid sick leave, paid holidays and employees may participate in the 403b retirement plan. Benefit eligibility varies depending on your employment status and the number of hours you are

regularly scheduled to work.

Physical Requirements

- Dexterity, auditory and visual acuity to operate computers, phones, and mobile devices.
- Auditory and visual acuity to interact with guests, sponsors, donors and clients on a daily basis.
- Able to work for long periods of time without break during the conduct of presentations, meetings and events.
- Able to lift 25 lbs. with minimal assistance.
- Able to work outside year-round in varying conditions.
- Able to successfully manage multiple, high priority tasks in a fast-paced environment.

ACKNOWLEDGEMENT

This job description is intended to describe the general nature and level of work performed. It is not intended to be a complete list of all responsibilities, duties and skills required of employees performing this job. Furthermore, this job description does not establish a contract of employment. NSCD may change job descriptions at any time, with or without notice as service needs require.

I have read, understand and can accomplish the scope of work outlined in this job description.

Employee Signature

Date

Equal Employment Opportunity (EEO) Policy

NSCD is dedicated to the principles of equal employment opportunity. We prohibit unlawful discrimination against applicants or employees on the basis of age 40 and over, race, sex, color, creed, religion, national origin, disability, sexual orientation, ancestry, citizenship, veteran status, genetic information, or any other applicable status protected by state or local law. NSCD will consider providing reasonable workplace accommodations if needed.