



**Nevada Blind Children's Foundation**  
**Job Description**  
**Marketing Coordinator**

Job Title: Marketing Coordinator  
Department: Development  
Reports To: Director of Marketing & Special Events  
Status: Part-Time

**Job Summary**

The Marketing Coordinator is responsible for providing key support for marketing and events efforts, particularly in ongoing digital communications for both marketing and fundraising, for Nevada Blind Children's Foundation (NBCF) and Children's Learning Center (CLC). The Marketing Coordinator is responsible for ensuring successful implementation of external facing digital communications and supporting NBCF's special events.

**Essential Duties and Responsibilities (include but not limited to):**

- Assisting with the scheduling and organizing the creation of website content.
- Monitors social media communities and support content posting and development of editorial calendars.
- Tracks and reports social community KPIs.
- Implements digital audits, analyzes results, delivers initial findings and recommends strategies.
- Coordinates updating of organization communication channels, including website, blog and social media platforms.
- Audits online campaigns, identifies key findings and recommends approaches.
- Work with the marketing and fund development team to coordinate day-to-day activities that lead to the completion of projects and tasks.
- Manages ongoing development and marketing calendar, ensuring stakeholders achieve key calendar targets and campaign deadlines.
- Assists with implementation and development of NBCF signature events, including soliciting and procuring auction items, event logistics and vendor relations.
- Other duties as assigned.



## Qualifications

- A. Education and/or Experience
  - High School Diploma/GED required. Bachelor degree in related field preferred.
  - 2+ year's experience in marketing/public relations or similar field.
  - Experience with social media platforms, email marketing, and database platforms.
  - Experience with Google Analytics, Google Adwords and Adobe Creative Cloud for graphic design a plus
  - Technical proficiency with Microsoft 365 and Microsoft Office including Word, Excel, PowerPoint, Outlook, a must. Salesforce a plus.
- B. Certificates, Licenses, Registrations
  - Valid Driver's License Required.
  - Must have personal transportation.
- C. Language
  - Proficient English, oral and written - Spanish a plus.
- D. Reasoning Ability
  - Ability to work independently and prioritize work while managing multiple deadlines.
- E. Physical Demands
  - Sufficient coordination to successfully operate a computer.
  - Ability to work a flexible schedule including nights and weekends.
  - Ability to give and receive information by telephone and in person.
  - Ability to sit upright for extended periods of time.
  - Physically capable of lifting and moving objects up to 50 pounds.
  - Other demands as determined by NBCF

Signature \_\_\_\_\_ Date \_\_\_\_\_