

JOB TITLE: Marketing & Communications Coordinator

DEPARTMENT: Marketing & Communications

FLSA STATUS: Exempt

PAY: The annual salary for this position is \$55,000

FT/PT: Full-time (5 days/week, 35 hours/week)

REMOTE/IN-PERSON: May work remotely after trial period; then required to work in office a minimum of 60% of the workweek

Are you a creative storyteller who believes marketing can make a meaningful difference? Join NSSC's Marketing & Communications team and help elevate the voice of one of the region's leading nonprofits serving older adults and families. This highly collaborative role combines strategic communications, digital marketing, content creation, brand stewardship, and community engagement to increase awareness of NSSC's mission and inspire connection, participation, and philanthropy. Every project—from magazines and social media to websites and community outreach—helps tell the stories that change lives.

As a “Best & Brightest” company to work for, NSSC is a nationally accredited 501(c)(3) nonprofit, committed to enhancing the lives of older adults across a broad spectrum of needs—from those living independently to those needing comprehensive care. Our wide range of services includes specialized dementia care, social services, educational and wellness programs, and volunteer opportunities, all designed to enrich the lives of older adults across the 26 communities we serve.

SUMMARY: The Marketing & Communications Coordinator performs a variety of administrative and editorial duties to support the organization's marketing and communications operations. This role is pivotal in enhancing the visibility and reach of NSSC's programs and services. Primary responsibilities include digital communications and website management; content creation; reinforcing the organization's brand and language around aging and providing training to new employees and volunteers; volunteer and community outreach team coordination; producing marketing collateral; and professional representation with participants, staff, volunteers, board members, donors, funders, media, and outside organizations.

DUTIES AND RESPONSIBILITIES:

- Oversees NSSC website content ensuring it's up-to-date and represents the organization's mission and values.
- Utilizes strong writing, editing, and proofreading skills to create compelling and strategic content for various mediums including *Engage* magazine, social media, digital news distribution, TV monitor, and other media outlets; keeps digital distribution lists updated.
- Develops compelling marketing materials to promote NSSC programs, services, and events, including flyers, brochures, PowerPoint presentations, and other collateral. Designs materials using Canva or coordinates production with a graphic designer.
- Manages Community Outreach Team to build and maintain awareness of NSSC and cultivate relationships with outside organizations and the greater community.
- Monitors and ensures appropriate use of organization's logo, brand, and language across all communications and marketing materials, and provides training to new employees.
- Serves as organization's lead photographer, oversees volunteer photographers, and maintains NSSC photo library.
- Collaborates with Director to plan and write content for NSSC's *Engage* magazine.

- Assists with Annual Report and other major projects by researching, creating, editing, and proofreading content.
- Supports Development team with fundraising initiatives including events, sponsorship materials, and communications.
- Attends scheduled staff meetings.
- Performs other related duties as assigned by management.

SUPERVISORY RESPONSIBILITIES:

- This job involves oversight of department volunteers and Community Outreach Team.

QUALIFICATIONS:

- Bachelor's Degree (BA) from four-year college or university in marketing, public relations, journalism, or similar related field, or equivalent combination of education and experience
- Three+ years of related experience in marketing, public relations, social media, journalism, and/or similar, related field preferred.
- Experience in a nonprofit environment preferred
- Required Computer skills: Microsoft Office Suite, particularly Word and PowerPoint; Canva, WordPress
- Preferred Computer skills: Mailchimp, Photoshop, knowledge of Analytics (Google, social media, website traffic, etc.)
- Knowledge of social media platforms and appropriate content
- Other skills required:
 - Strong writing and proofreading skills
 - Strong interpersonal, listening, written, and verbal communication skills
 - Demonstrates teamwork and collaboration with others inside and outside the organization
 - Superior organizational skills to coordinate multiple, highly detailed projects with varying deadlines and tasks; detail-oriented
- Basic photography skills
- Familiarity with Chicago Manual of Style and/or Associated Press Stylebook

FULL-TIME BENEFITS/PERKS:

- 401(k)
- Employer matched 401(k) retirement savings plan
- Generous paid time off to maintain work-life balance
- Sick Time
- 12 Paid Holidays
- Comprehensive medical, dental, and vision insurance coverage
- Employer Paid Life Insurance
- Short-term Disability Insurance
- Employer Paid Long-term Disability Insurance
- Flexible spending and health savings accounts
- Access to employee assistance programs
- Employee discounts
- Mileage reimbursement
- Professional development opportunities
- Referral bonus program
- Tuition reimbursement
- Diverse and inclusive workplace
- Positive work culture
- Free membership to NSSC Fitness Center

To be considered for this position, please send your resume and salary requirements to hr@nssc.org.

EOE: North Shore Senior Center is an equal opportunity employer; applicants are considered for all positions without regard to race (including traits associated with race including, but not limited to, hair texture and protective hairstyles such as braids, locks and twists), color, religion, sex (including pregnancy, gender identity, and sexual orientation), marital status, parental status, national origin, age, disability, veteran status, genetic information, or any other status protected by applicable federal, state or local law.