



# POSITION DESCRIPTION

**Position Title:** Marketing and Communications Coordinator  
**Candidate:** TBD  
**Department:** 8020 - Advancement  
**Supervisor:** Associate Director of Communications  
**FLSA:** Full-Time/Hourly/Non-Exempt

## OUR IMPACT

For over 50 years, Samaritan House has been leading the fight against poverty in San Mateo County. We're the only organization that delivers the full breadth of essential services and personalized support to the working poor. By ensuring our clients are fed, clothed, healthy, and housed, we help them create their own stability and remain an active, successful part of our community. After all, an enduring community is only possible when every person has the resources they need to live.

## OUR CULTURE

We're passionate about providing our employees with a supportive work environment and experiences that help them grow. We offer excellent opportunities for individuals with proven strong, creative, results-driven leadership skills and stellar work ethics. We welcome candidates who love working with people of diverse backgrounds and want to make a difference by fostering community care for our neighbors in need.

## YOUR IMPACT

Under the direct supervision of the Associate Director of Communications, the Marketing and Communications Coordinator will help increase the visibility of Samaritan House and its programs by supporting the execution of marketing/communications strategies and creating compelling content that narrates Samaritan House's impact.

## JOB QUALIFICATIONS

**Please note our preferred and in some cases required qualifications for this position:**

### EDUCATION:

- Bachelor's degree in Communications, Marketing, Journalism or Public Relations, or equivalent experience in lieu of education.

### EXPERIENCE:

- Minimum 2 years of experience in communication and/or marketing.

### KNOWLEDGE, SKILLS, AND ABILITIES:

- Superior communication skills including both excellent verbal and written communication skills.
- Strong attention to detail, organizational skills, and the ability to successfully prioritize and be flexible in a fast-paced environment.
- Excellent proficiency in creating successful social media posts for Facebook, LinkedIn, Instagram, and other social media channels.
- Excellent software proficiency: Microsoft Office Suite; Canva, Animoto or similar, with the ability to create photography and video projects quickly. Proficient experience with the Adobe Suite.
- Proficiency working in project management system like Asana.
- Strong ability to conduct all business and interactions with all constituents in a highly ethical manner, demonstrating high level of integrity as well as the ability to maintain appropriate professional boundaries – knows how to successfully redirect.
- Proven ability to conduct all interactions with all constituents in a highly ethical manner demonstrating high level of integrity, transparency and compassion in all work.

- Must be able to exercise appropriate and sound judgment, professionalism, appropriate composure with tact and diplomacy both under normal and stressful situations.
- Must possess a solutions-based approach to problem solving. Ability to be creative and show initiative and act as an independent employee while having a team player approach and attitude.
- Excellent interpersonal skills. Ability to establish and maintain successful and effective relationships with Samaritan House constituents (internal and external) and partnering agencies.
- Must have flexibility with work schedule, which may include occasional evenings, holidays and/or weekends as needed.
- Demonstrated commitment to Samaritan House's mission, values, and community impact
- Ability to follow Agency Policies and organize required activities according to Samaritan House policies, procedures and best practices which include any related federal, state, or local agency requirement.
- Clean driving record- ability to get to and from job sites within the Agency as assigned.

## PHYSICAL REQUIREMENTS AND BACKGROUND CHECK

Candidates must have the physical, visual, and auditory ability to perform the essential functions of the job and to respond to emergencies with or without reasonable accommodation. Reference checks and background checks will be performed prior to and at commencement of employment. Candidate must be able to work in a clinic environment with occasional-to-regular interruptions. Activities may include but are not limited to repetitive hand/arm motion (computer work), extended periods of standing and/or sitting at a computer workstation, regular travel, occasional bending, pulling, pushing, reaching, lifting, and carrying up to 20 pounds. This position will require the usage of a mobile device or other assigned equipment, which will be provided. Position is on site with occasional travel to partner agencies as assigned.

## ESSENTIAL FUNCTIONS OF THE JOB

### Marketing and Communications

1. Execute an integrated strategic marketing, communications and public relations plan to strengthen programmatic impact and support Samaritan House's mission and goals, in collaboration with the Marketing and Communications Manager.
2. Write and produce a wide variety of publications and collateral materials.
3. Gather compelling visual and written content for use across all channels and platforms.
4. Write and post content to social media channels including Facebook, Instagram, YouTube and LinkedIn.
5. Respond to comments and messages on Samaritan House social media channels and redirect inquires as appropriate.
6. Identify and write stories that demonstrate Samaritan House's impact on our community
7. Create and update content for organization websites.
8. Ensure all content meets branding and style requirements.

Other Department and Agency Duties include but are not limited to:

1. Manage central repository for agency photos, releases, and print materials.
2. Coordinate volunteers' work when needed.
3. Support, assist and attend general Advancement department and agency events, activities and functions as needed.
4. Work occasional evenings, early mornings, weekends and holidays depending on programmatic needs and events.
5. Support Associate Director of Communications as needed and assigned.
6. Support, assist and attend general Agency events, activities and functions.
7. Attend any assigned training or meetings internal- represent Samaritan House positively and professionally.
8. Perform other duties as directed.

## HOW TO APPLY

Interested candidates for this position will be required to submit a cover letter and resume to:

**SAMARITAN HOUSE HR Specialist/Recruiter**

**4031 Pacific Blvd. San Mateo, CA 94403**

**E-mail: [jobs@samaritanhousesanmateo.org](mailto:jobs@samaritanhousesanmateo.org) Via facsimile: (650) 294-4336**

No phone calls, please! Samaritan House is an equal opportunity employer. Because of the volume of applications Samaritan House receives, we regret we are not able to respond to every applicant individually. If your skills and experience are a good match for this position, we will contact you for an interview.

## ACKNOWLEDGMENT

*Please sign below in acknowledgment that you have received and understand the job description of Marketing and Communications Coordinator*

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Employee Signature                      Date

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Supervisor Signature                      Date

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VP of Human Resources                      Date