



## **POSITION ANNOUNCEMENT**

### **TITLE: Marketing & Communications Coordinator**

The Coordinator – Marketing & Communications will report directly to the Assistant Director – Media & Public Relations. This position will be primarily responsible for supporting the Assistant Director as well as the Marketing & Communications team in ensuring the best possible service and effective marketing and informational communications to external and internal SOILL constituents to promote the mission, programs, and events of SOILL throughout the state in order to help aid Special Olympics Illinois in achieving the Big Three Key Objectives.

Specifics include: supporting the Assistant Director in their strategy and implementation in order to meet or exceed established Marketing & Communications goals; assisting with conceptualizing, developing, and facilitating the dissemination of content that will drive brand awareness, goals and objectives via marketing communications, social media, and media relations; working successfully with internal and external representatives from various communities and organizations with respect to the events we host and athlete populations we serve; and planning and implementing advertising, promotional and public relations activities, including print, online and electronic media.

#### **Coordinator Core Roles:**

- **Scope of Responsibility:** This position category has either shared or partial responsibility over a specified function or project within a department of the organization, including some or all elements having to do with that specified function or project. This position category has a moderate to high level of responsibility for elements of this specified function or project within a department of the organization. This position category has direct oversight from the departmental Assistant Director or another second-level supervisor.
- **Conduct:** Coordinators must demonstrate the mission, vision and values of Special Olympics Illinois through consistent adherence to Special Olympics Illinois Values & Behaviors and Working Together Competencies; by exercising a high level of cooperative, friendly, and effective teamwork skills; by resolving conflict directly, effectively, and professionally; and by committing to support and be helpful to other team members and departments within the organization.
- **Performance:** Satisfactory work performance requires consistently strong work product output, including the successful execution and completion of all job duties and goals; autonomy, ownership, competence and excellence of work product; innovation and process improvement; effective resource management; professional development; and compliance with accepted organizational and legal rules, regulations, and policies.

#### **Primary Duties and Responsibilities**

- Support the Assistant Director in actively working with the Marketing & Communications team to develop and implement marketing and communications strategies
- Assist the Assistant Director in building, executing, and managing social media strategy through research, benchmarking, messaging, and audience identification
- Create, manage, and disseminate social and digital content and accompanying materials/graphics, including daily social content, social toolkits, social media ads, advertising packages, web content, and email marketing
- Assisting in the management of published web content and communication as it pertains to the organization and organization events
- Support the Assistant Director in developing and overseeing all company-affiliated social media pages and profiles
- Support the Assistant Director in representing Special Olympics Illinois at community events and interface with the community on a broad level
- Coverage of statewide events as well as events specific to Regions in central and southern Illinois, including the creation of articles and supporting social media posts surrounding the event
- Aggregation and communication of event details through online and print listings
- Support the Marketing & Communications team in writing, reviewing, and distributing press releases for fundraising events, state competitions, Torch Run events, and other organization happenings
- Support the Marketing & Communications team in creating feature stories throughout the year on athletes, fundraising initiatives, coaches, and volunteers

#### **Special Olympics Illinois**

605 E. Willow St., Normal, IL 61761

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[www.soill.org](http://www.soill.org)

*Created by the Joseph P. Kennedy Jr. Foundation for the benefit of persons with intellectual disabilities*



- Act as a brand steward, upholding brand and trademark standards and consistency throughout the organization
- Assist in providing photography coverage at area and state events when needed; engage volunteer photographers; maintain online photo galleries
- Support the Assistant Director in assisting in the preparation of budgets and monitor ongoing status of assigned project codes
- Participate in development of department goals and objectives and communicate job-specific activities to better coordinate department activities
- Provide support on other projects as needed and assigned

### **Qualifications/Skills and Knowledge Requirements**

- Bachelor's degree in related field strongly recommended
- 1 – 3+ years Marketing and/or Communications experience, preferably in a non-profit environment
- Ability to assist the Assistant Director in making recommendations to staff on existing communications strategies and methods to be implemented
- Excellent, adaptive computer skills including proficiency with Microsoft Office products
- Ability to work independently with some close oversight, but also a team player who productively engages with others at varying levels of seniority within and outside Special Olympics Illinois
- High energy and passion for Special Olympics mission
- Meets all team deadlines and responsibilities, listens to others and values opinions, helps team to meet goals, welcomes newcomers, and promotes a team atmosphere
- Strong organizational and time management skills with exceptional attention to detail
- Customer focus
- Excellent communication skills, both written and oral as well as receptive (listening)
- Professional and resourceful style; the ability to take initiative and to manage multiple tasks and projects at a time
- Some experience in graphic creation preferred, specifically in online creation programs (i.e. Canva)
- Some experience in editing software preferred (i.e. Adobe Premier)
- Experience in photography and/or videography preferred
- Valid driver's license and proof of insurance required

### **Essential Functions**

- Based out of Headquarters Office in Normal, IL
- Monday through Friday with frequent evenings and weekends as position/events demands
- Independent in-state travel required, including some overnight and weekend travel as an essential function of position
- Physical mobility required: must be able to climb stairs, assist in set-up and breakdown at events, stand or sit for long period of time, and load and unload vehicles
- Close visual acuity required to perform activities such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading; visual inspection involving small defects, small parts, and/or operation of machines; operating motor vehicles
- Medium work requires, which involves lifting no more than 50 pounds at a time frequent lifting of carrying of objects weighing 25 pounds; includes medium, light, and sedentary work
- First Aid/CPR Training and Certification required; must be able and willing to effectively administer First Aid/CPR on-site during events
- Offers of employment are contingent upon clear results of a background check

### **To Apply**

To apply for this position, please send a copy of your resume with a cover letter and writing sample to Michelle Mayer at [mmayer@soill.org](mailto:mmayer@soill.org)

*Special Olympics Illinois is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, religion, creed, age, disability, sex, gender identity or expression, sexual orientation, familial status, pregnancy, predisposing genetic characteristics, military status, domestic violence victim status, criminal conviction, and all other protected classes under federal or state laws.*