

## **MEND | Meet Each Need with Dignity**

10641 N San Fernando Road

Pacoima, CA 91331

**Phone** | 818.896.0246

**www.MendPoverty.Org**



### **MEND Job Description**

<b>POSITION TITLE:</b>	Marketing, Events & Community Relations Coordinator
<b>PROGRAM:</b>	Administration
<b>FLSA STATUS:</b>	Non-Exempt
<b>REPORTS TO:</b>	Chief Development Officer
<b>WAGE:</b>	\$29-31 /hour
<b>LOCATION:</b>	Onsite

#### **ABOUT MEND:**

MEND-Meet Each Need with Dignity is a nonprofit organization headquartered in Pacoima, CA serving the crisis needs of the most vulnerable community members. Operating the San Fernando Valley's most extensive Community Nourishment Programs, MEND distributes almost 4 Million lbs. of good food a year. And, in alignment with MEND's mission and long-term commitment to strengthen families & the community, MEND helps individuals address and overcome the long-term challenges that have kept them from thriving through our more intensive services and programs.

**JOB SUMMARY:** Under the supervision of the Chief Development Officer (CDO), the Marketing, Events & Community Relations (MECR) Associate is responsible for developing and delivering effective, forward-looking and mission-enhancing marketing/ communication initiatives, community relations strategies, and events, both fundraising and program focused. The MECR Associate must be able to work with minimal supervision, demonstrate good judgment and discretion when handling confidential materials/communications, possess strong written and verbal skills, demonstrate exceptional organizational skills, and strong technology competency.

#### **ESSENTIAL FUNCTIONS**

1. **EVENTS:** Coordinates the design and execution of high-quality, compelling & impactful fundraising/donor events, such as MEND's annual Dignity Awards Gala and Donor Appreciation event. Facilitates and actively supports program related events including the Holiday Program, MEND Day, Volunteer Recognition event, Back to School Stars, and other events. Assists in coordinating and supervising volunteers at special events.
2. **MARKETING:** Develops & implements an effective marketing strategy for MEND to showcase its unique mission and further its impact in the community, including but not limited to design of print and electronic materials (flyers, signage, promotional products, etc.) & brochures and engaging social media content. Collects and refreshes a library of emotionally appealing client stories and photographs for use in newsletters, the website, social media, direct mail, and other fundraising opportunities.
3. **FUNDRAISING SUPPORT:** Supports the success of MEND's regular fundraising efforts. Assists the CDO in developing impactful donor communications, including weekly e-blasts, Thank You

Thursday posts, highlight videos, etc. Actively assists in effective & successful Giving Tuesday campaign, cause-related campaigns (such as Independence from Hunger) and peer to peer fundraising. Updates MEND's profile on GuideStar and Charity Navigator annually.

4. **WEBSITE:** Maintains and continually updates MEND's website incorporating best practices to enhance community & donor engagement ensuring user-friendly functionality, action-oriented modal, easy to navigate & access information, and always current, compelling & emotionally appealing content, including client stories and visuals. Regularly updates volunteer opportunities, employment opportunities, and changes to board & staff listings. Ensures current organizational materials are available on the website, including the annual donor list, financials, impact reports, news stories, etc. Track user interactions using Google or other analytics on a quarterly basis to help inform how users navigate the website and to improve their experience.
5. **COMMUNITY & MEDIA RELATIONS:** Assists in growing MEND's community presence & brand by creating, training & maintaining a team of subject matter experts & spokespersons for media interviews, to speak at public forums and conduct tours at MEND. Develops media releases and talking points, and monitors media coverage. Assists in creating media packages to engage & cultivate reporters in local media, highlighting MEND activities & programming.
6. **SOCIAL MEDIA:** Maintains and updates organization's online profiles, including but not limited to Facebook, Instagram, LinkedIn, Yelp, Google business, Flickr, and all other online profiles. Creates new profiles in emerging media when warranted. Responsible for social media postings on behalf of MEND.
7. **BRANDING:** Works with CDO to broaden, strengthen and manage MEND's brand both internally and externally. Reviews and approves any internal and external marketing material for outreach events.
8. Other duties as assigned.

#### **QUALIFICATIONS:**

- Bachelor's Degree or relevant comparable combination of training and experience.
- Strong "people skills" to work with staff, Board members, volunteers, vendors and public contacts in a positive and pleasant manner.
- Must have excellent ability to exercise discretion, work independently, and maintain/manage confidential information appropriately.
- 2 years previous experience working in Development and/or Marketing within a nonprofit agency.
- Must be dependable, detail-oriented, with a strong work ethic.
- Excellent writing, spelling, and editing ability; excellent command of written and spoken English language including rules and usage.
- Fluency in written and spoken Spanish required.
- Excellent interpersonal communication skills, particularly where information must be conveyed in a clear and convincing way. Must be able to communicate effectively with employees and volunteers at all levels of the organization.
- Proficient in Microsoft Office (Outlook, Word, Excel, and PowerPoint). Experience using donor CRMs (eg, Raiser's Edge, Salsa, DonorPerfect, etc) highly desired.

**TIME COMMITMENT:** Full time 70 hours per pay period (9/70 per pay period or 32/38 hours per week based on organizational needs including two Saturdays per month; may include some evening and weekends and local travel.

All positions contingent on continued funding.

All employees on County-funded programs must be fully vaccinated against COVID-19 as a condition of employment. Successful candidates for this position will be required to submit proof

of vaccination against COVID-19 or request an exemption for qualifying medical or religious reasons during the onboarding process. Candidates should not present proof of vaccination until instructed to do so by the hiring department.

To apply, please submit cover letter and resume to [jobs@mendpoverty.org](mailto:jobs@mendpoverty.org). Position open until filled. Please include a cover letter that describes how your experiences meets all the requirements of the position.

The above statements reflect the essential functions considered necessary to describe the principal content of the job. They are not intended to be a complete statement of all work requirements or duties that may be inherent in the job. MEND is an equal opportunity employer. MEND, named the Daily News Reader's Choice FAVORITE WORKPLACE for the past three years, is an equal opportunity employer committed to a diverse and inclusive workforce. We foster a culture that honors different perspectives, opinions, and backgrounds. Company culture is at our core.

#### Culture

- Warm and welcoming environment
- Staff and volunteers have a passion for making the world a better place.
- Investment in, care and appreciation for all employees
- Celebrate success together at staff meetings, annual holiday celebration and for outstanding achievements.
- Emphasizes personal and professional skill development through quarterly performance appraisals and regular 1:1 meetings with management
- Commitment to program excellence and impact

#### Core Values

- Excellence in programs, outcomes, and operations
- Informed, holistic approaches through active listening and credible messengers.
- Integrity in our actions, building trust in our community and donors.
- Transparency and integrity in all we do
- Dignity & respect for those we serve and each other.

#### Benefits

- 100% of basic employee health coverage and life insurance paid for by employer. Dental coverage paid at 50% by employer; Vision coverage paid for by employee. May elect to purchase up to a PPO plan or obtain coverage for eligible family members at their own cost.
- Optional benefits include Flexible Spending Account and AFLAC.
- Employee Assistance Program (EAP) available providing 24-hour confidential hotline for employees to help find balance, address personal concerns, and assist with day-to-day challenges.
- 10 days of sick leave granted annually; ability to carry over up to 70 hours of unused sick time.
- MEND provides vacation benefits to all full-time and part-time employees for the purpose of giving them a period of rest and relaxation away from work with pay. New employees accrue vacation at a rate of 2 weeks per year.
- Option to participate in employer sponsored 403B retirement plan.
- 11 paid days off: 9 holidays, 2 personal days (birthday and work anniversary).
- Compelling work culture and values.