



Marketing and Communications Coordinator (Full-Time)

Job Title: Marketing and Communications Coordinator

Department: Executive/Administration

Reports To: Executive Director (or designee)

FLSA Status: Non-Exempt

Organization Overview:

Sanctuary of Hope is a youth development, human services, and leadership organization dedicated to serving Transition Age Youth (ages 16-25). We focus on providing a multicultural, holistic approach to help young people become self-sufficient and thrive. Our services support youth facing a range of challenges, including low-income status, child welfare or justice involvement, housing or economic insecurity, and more. We offer a variety of services, including counseling, therapy, life coaching, mentoring, housing resources, education and employment support, family strengthening, and financial assistance. In addition, we promote leadership development through social justice programs centered on civic engagement, policy advocacy, and liberation.

Position Summary:

The Marketing and Communications Coordinator will work closely with the Executive Director to execute Sanctuary of Hope's marketing, branding, and communication strategies. This entry-level position is well-suited for a motivated, detail-oriented individual with 1-3 years of experience in marketing, communications, or a related field. The Coordinator will support content creation, social media management, event promotion, and fundraising efforts to amplify the organization's mission and initiatives.

Key Responsibilities:

Note: Other duties may be assigned at the discretion of the Executive Director.

Marketing & Content Development:

- Develop and assist in the creation of content for both internal and external communication channels, including digital media, print materials, social media platforms, and email newsletters, to raise awareness of the organization's mission and programs.
- Contribute to copywriting for key communication materials such as the annual report, donor appeals, brochures, and infographics.
- Compile and write stories for the monthly e-newsletter and publish relevant blog posts on the website.



Social Media & Digital Outreach:

- Build and manage the organization's social media channels, executing strategies to maximize audience engagement, particularly around mission-related initiatives.
- Collaborate with the Director to create digital event collateral, including invitations, programs, and social media content.

Event & Fundraising Support:

- Assist in promoting and coordinating fundraising events, creating marketing materials to increase attendance and donor participation.
- Support event logistics, including working with vendors, photographers, and media.
- Capture photos and videos at events for use in social media, newsletters, and promotional materials.

Design & Branding Support:

- Assist in the design and editing of branded materials and publications, ensuring consistency across communications and supporting fundraising efforts.
- Help maintain and update content on the organization's website, ensuring it reflects current programs, events, and success stories.

Event Coordination & Media Relations:

- Assist in hosting webinars and virtual events via platforms like Zoom to engage audiences and promote organizational initiatives.
- Work with the Director to develop event-related materials and support media coverage, photography, and video production.
- Attend events to document activities through photos and videos for promotional use.

Administrative & Additional Support:

- Track and report on marketing metrics, including social media engagement and email campaign performance.
- Assist with organizing meetings, managing files, and supporting budget tracking for marketing projects.
- Perform other tasks as assigned by the Executive Director or leadership team.

Supervisory Responsibilities:

This position does not include supervisory duties.

Qualifications:

To successfully perform this role, the candidate must meet the following qualifications:



- Proficiency in social media management and building engagement on mission-driven platforms.
 - Familiarity with digital marketing tools (e.g., Hootsuite, Canva, Adobe Creative Suite) and experience with WordPress is preferred.
 - Experience hosting webinars or virtual events, preferably using Zoom or similar platforms.
 - Experience in video production and editing is a plus.
 - Strong written and verbal communication skills, with the ability to produce high-quality, engaging content independently.
 - Detail-oriented with strong editing and proofreading abilities.
 - Ability to manage multiple tasks effectively and meet deadlines in a fast-paced environment.
 - A collaborative team player with a willingness to learn and grow in the role.
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Education & Experience:

- Required: Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
 - Experience: 1-3 years in a related role, ideally with exposure to nonprofit marketing, communications, or event support.
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Certificates & Licenses:

- Current California Driver's License and proof of automobile insurance.
 - Adult CPR & Basic First Aid Certification.
 - TB Test Clearance.
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Other Requirements:

- Ability to pass a drug screening.
 - Ability to pass a criminal and child abuse index background check.
 - Exhibit honesty, integrity, reliability, confidentiality, and punctuality.
 - In-depth knowledge of Sanctuary of Hope's mission and services.
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Physical Demands:

While performing the duties of this job, employees are occasionally required to stand, walk, sit, handle or feel objects, reach with hands and arms, stoop, kneel, or crouch. The role may require lifting up to 25 pounds and includes activities such as talking and hearing. Visual requirements include close vision, distance vision, and the ability to adjust focus.



Work Environment:

This position operates in a professional office environment, with a hybrid work policy. The role typically involves working with standard office equipment (e.g., laptops, smartphones). The noise level in the work environment is moderate, and the employee may occasionally need to work irregular hours, weekends, or holidays. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the role.

Compensation:

- Hourly Rate: \$25 – \$30 per hour
 - Benefits: Full benefits package including health, dental, vision, and retirement plans.
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Application Process:

Please submit your resume and cover letter to recruitment@thesoh.org.

This position is grant-funded. As such, continued employment is contingent upon the availability of current funding.

Sanctuary of Hope is an equal opportunity employer and provides equal employment opportunity to all qualified individuals regardless of race, color, national origin, ancestry, religion, sex, age, disability, veteran status, or other protected categories.