



# COMMUNICATIONS & MARKETING COORDINATOR

## POSITION SUMMARY

The Florida Housing Coalition, Florida's leading nonprofit organization specializing in affordable housing solutions, is hiring a Communications & Marketing Coordinator to support our marketing and communications efforts, ensuring our messaging reaches the right audiences and effectively promotes our programs, events, and initiatives.

The Communications & Marketing Coordinator executes daily marketing and communications tasks, including email marketing, social media management, content creation, website updates, and design work. This role supports the Director of Communications in implementing outreach strategies while maintaining consistency across all communication channels. They will collaborate and support staff to advance communication projects and initiatives.

This position is ideal for a detail-oriented, creative, and problem-solver who enjoys digital marketing and content creation.

## PRIMARY DUTIES

### Digital Communications and Marketing

- Email Marketing
  - Develop, schedule, and send email campaigns (newsletters, event promotions, legislative updates, ad hoc Call to Action alerts).
  - Manage subscriber lists and segmentation for targeted outreach.
- Website Content Management
  - Update training calendars, blog posts, event recordings and presentations, and the resource library.
  - Upload webinar recordings and presentations to the website and organize and update Zoom Events hubs.
- Social Media Management
  - Create and schedule social media content (graphics, captions, and posts) using Hootsuite.
  - Monitor social media engagement, respond to inquiries, and increase overall interaction with the Coalition's network.
- Content Creation & Graphic Design
  - Design and maintain collateral, including handouts, publications, reports, infographics, slide decks, and other materials.
  - Assist in drafting blog posts, website copy, and other materials as directed.
  - Work with the Director of Communications and staff to develop communication and marketing products that address several types of projects, maintaining cohesion and alignment with Coalition branding.

## Marketing and Event Promotion

- Conference and Event Communications
  - Support the Director of Communications in providing logistical support for virtual and in-person Coalition events.
  - Support the Director of Communications in developing and executing marketing plans and materials for the Coalition's annual conference, workshops, webinars, and other Coalition events.

## Administrative and Project Support

- Project Coordination
  - Maintain a content calendar and ensure the timely execution of campaigns.
  - Track and report on email, website, and social media analytics.
  - Maintain and update the master communications projects list.
- Quality Assurance
  - Proofread materials and ensure brand consistency across all platforms.
- General Support
  - Assist with logistics for in-person and virtual events.
  - Conduct research to support communication initiatives.

## CORE COMPETENCIES

### Required:

- ✓ Minimum 3 years of experience in communications, marketing, or digital media.
- ✓ Strong writing, editing, and proofreading skills.
- ✓ Experience with email marketing platforms (MailChimp, Constant Contact, or similar).
- ✓ Familiarity with social media platforms (Facebook, LinkedIn, X) and scheduling tools (Hootsuite).
- ✓ Proficient and professional design skills using Adobe Creative Suite (Photoshop, InDesign, Illustrator).
- ✓ Experience managing web content (WordPress or similar CMS).
- ✓ Highly organized with attention to detail and the ability to manage multiple projects.
- ✓ Ability to work independently and collaboratively in a remote environment.

### Preferred:

- + Experience with CRM systems (WildApricot, Salesforce, or similar).
- + Familiarity with Google Analytics and email marketing analytics.
- + Project management experience (Monday.com, Asana, or Trello).
- + Experience in nonprofit or affordable housing sectors is a plus.
- + Bachelor's degree in a relevant field.

## ATTRIBUTES FOR SUCCESS

### 1. Effective Communicator

- Strong writing and editing skills to craft compelling content.
- Ability to tailor messages for different audiences (members, stakeholders, policymakers).
- Comfortable communicating across multiple channels (email, social media, website, reports).

### 2. Adaptability & Problem-Solving

- Flexible and quick to adjust to shifting priorities and project needs.
- Able to handle multiple projects and tight deadlines in a fast-paced environment.
- Comfortable troubleshooting tech issues (email platforms, CMS, social media tools).

### **3. Collaborative & Team-Oriented**

- Balances offering creative input with supporting the Director of Communications' vision.
- Works well across departments, integrating feedback without losing focus.
- Proactive in seeking clarification to ensure alignment with organizational goals.

### **4. Detail-Oriented & Organized**

- Ensures brand consistency across marketing materials.
- Strong project management skills to juggle campaigns, emails, events, and social media.
- Thorough in proofreading and quality assurance of all content.

### **5. Tech-Savvy & Creative**

- Comfortable using marketing tools (MailChimp, Hootsuite, Canva, WordPress).
- Ability to design visually appealing graphics while following brand guidelines.
- Thinks creatively about engagement strategies for social media and digital outreach.

#### **PAY & BENEFITS:**

This is a full-time, competitive, salaried position with excellent medical, dental, retirement, and disability benefits. The pay range is \$55,000-\$60,000 annually, commensurate with experience. This is a fully remote position within the State of Florida. The Florida Housing Coalition is an Equal Opportunity Employer.

#### **APPLICATION INSTRUCTIONS:**

Please send the following to [rosado@flhousing.org](mailto:rosado@flhousing.org) with "Communications & Marketing Coordinator" in the subject line:

- Resume
- Cover letter