



Our mission is to help our children **grow in wisdom** (offering tutoring opportunities for academic success) and **stature** (feeding proper nutrition with snacks/meals and wellness activities) and **in favor with God** (sharing the gospel of Jesus Christ) **and man** (instilling young men and women with Godly character).

the role

Coalition For Kids is bringing marketing and brand in-house, and the Marketing & Communications Manager runs it day to day. Above all, this is a project-management role: you take the brand standards, messaging, and priorities set by leadership and turn them into a steady, on-brand flow of content across every channel — social media, development and donor communications, program and community-outreach materials, email, print, and the website.

Creative direction and strategy stay with leadership; your job is to make them real — consistently, on time, and at volume. You'll manage many streams of work at once as a team of one, keep everything brand-compliant, and build the systems that make in-house marketing run. Strong design instincts, sharp content and writing skills, fluent AI use, and an eye for detail all matter — but the ability to manage the work and deliver is what holds the role together.

duties and responsibilities

- Manage the content pipeline — intake, prioritize, and deliver requests from Development, Program, Community Outreach, and leadership, on brand and on time, across social, email, print, and web.
- Build and run the workflows, calendars, and approval processes that make a high volume of content manageable, using AI tools to expand capacity while keeping human judgment at the center.
- Plan, produce, and schedule social media on a consistent rhythm tied to the program and events calendar; monitor and engage the online community.
- Design and lay out brand-compliant digital and print materials for teams across the organization, keeping Blueprint For Hope messaging and C4K standards consistent everywhere.
- Capture and edit photography and video on-site at programs and events (following consent and child-safety guidelines), turning real moments into stories that move families, donors, and partners.
- Own the ongoing upkeep of the Coalition For Kids website — current content, plus new pages and layouts as needs arise.
- Provide content and creative for email and donor communications, partnering with the Development team who builds and sends in our CRM.
- Maintain a library of reusable, on-brand templates, and report monthly on marketing performance — social engagement, web traffic, email, campaign reach, and growth.
- Represent Coalition For Kids in a positive Christian manner through words, actions, attitudes, and relationships.

what you bring

- Strong project management and organization — able to run many projects at once as a team of one, and deliver reliably under deadline.
- 2–4 years in marketing, content, communications, or design, with a portfolio or work samples. Bachelor's in a related field preferred.
- Brand-compliant graphic design with fluency in Canva and/or Adobe Creative Suite.

- Video editing and photography for social and web content.
- Excellent writing and editing, with a sharp eye for brand consistency and detail.
- Organic social media — planning, creating, scheduling, and measuring.
- Website upkeep through a CMS (WordPress, Squarespace, or similar).
- Proficient and willing with AI tools, balanced with human-centered judgment.
- Comfortable interviewing staff, volunteers, children (appropriately), parents, donors, and partners to gather meaningful stories.
- Experience in a faith-based or community-focused organization preferred.

working conditions

- Primarily office-based, with regular time on-site at Coalition For Kids programs and events to capture content, and local travel between sites in the Tri-Cities region.
- Occasional evening and weekend work around events and campaigns.
- Ability to lift and carry up to 25 pounds and to operate standard office and camera equipment, with keyboard dexterity for computer-based work.
- Physical and mental alertness to manage multiple projects and deadlines at once.
- Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of the role.

Employment with Coalition For Kids would be an “at-will” nature and this job description does not imply an employment contract. “At-will” employment means that the employee may resign at any time and the employer may discharge an employee at any time and for any or no reason. Furthermore, an employee’s “at-will” status may not be changed by any written document or by conduct unless such change is specifically acknowledged in writing by the Executive Director.

acknowledgment

I understand and agree to perform the job duties described above. I understand that if I require accommodation, I will immediately discuss this with the Director of Human Resources. My signature constitutes understanding of the requirements, essential functions, and duties of the position.



Print Name

Employee Signature

Date

Director of Programming Signature

Date

