

NATIONAL ASSOCIATION OF SOCIAL WORKERS

JOB DESCRIPTION STATEMENT

TITLE: Marketing & Communications Coordinator **POSITION STATUS:** Full Time
DEPARTMENT: California Chapter **ISSUE DATE:** September 2021
REPORTS TO: Director of Membership **SUPERCEDES:** N/A
FLSA STATUS: Non-Exempt

ABOUT

Founded in 1955, the [National Association of Social Workers \(NASW\)](#) is the largest membership organization of professional social workers in the world, with more than 120,000 members, with [NASW-California](#) as a leading chapter with 9,000 richly diverse members across the state. NASW-CA works to enhance the capacity of social workers to provide clinically sound service and effective advocate for systems change, simultaneously working to create and maintain the highest ethical and professional standards, and to advance social policies that address the needs of communities served.

I. MAJOR FUNCTIONS:

Under the strategic direction of the Chapter Executive Director and reporting to the Director of Membership, this position will support the initiatives of the chapter as it pertains to communications, marketing, and the development of relevant content and promotional material. Writes, reviews and edits content. Must be a strong writer, editor and proofreader. A creative thinker able to develop and manage appropriate program content for publications, websites, and key audiences. Develops content for recruitment and retention strategies.

II. BASIC DUTIES AND RESPONSIBILITIES:

1. Assists the Chapter in developing revenue generating programs and resources.
2. Promotes such programs through all appropriate channels (website, printed and electronic publications, social media, etc.)
3. Develops and manages content for Chapter website, various media, including NASW-CA Online Newsletter
4. Supports communications and marketing efforts of the Chapter.
5. Implements project plans, sets deadlines and ensures timely execution of multiple projects at once.
6. Systematically collects, analyzes and disseminates information to social workers through a variety of means-written, oral and electronic.
7. Assists in development/coordination of online newsletters and other materials.
8. Identifies and collects relevant data to evaluate results of marketing initiatives

9. Participates in special projects as needed; work may include nights and weekends

III. MINIMUM WORK REQUIREMENTS:

Skills:

1. Excellent verbal and written communications skills, including the ability to effectively communicate and make presentations to a wide variety of audiences.
2. Experience with graphic design and the ability to use design to market events and services
3. Ability to lead and collaborate in a complex environment with multiple competing priorities.
4. Ability to manage time effectively.
5. Ability to plan, organize, and manage a wide array of business-related services.
6. Ability to establish and maintain cooperative business relationships and to build credibility and trust throughout the organization.
7. Strong problem identification skills, including the ability to problem solve and generate creative solutions, exercise common sense and sound judgment, and make effective decisions based on accurate and timely analyses.
8. Detailed oriented and the ability to think critically.

Knowledge:

1. Minimum of a Bachelors' degree or equivalent experience; preference for a relevant field of study such as Communications, Marketing, Business, or English
2. Knowledge of project management concepts and methodologies, website design and coding concepts is considered a plus.

Experience:

1. Minimum of 3-5 years of related work experience, preferably at a professional association and/or nonprofit setting
2. Working knowledge of Learning Management Systems and Membership databases is considered a plus.

IV. ATTRIBUTES

1. **Results driven:** He/she/they sees the big picture, assists with the development and monitoring of key performance metrics to produce the desired results.
2. **Strong business acumen:** He/she/they sees opportunities and emerging trends, and is knowledgeable about the operations, unique needs, and goals specific to member-driven, not-for-profit organizations.
3. **Firm and fair leadership:** He/she/they will work with a wide range of staff, colleagues, and members, requiring a firm, fair, and flexible style that both complements the efforts and supports the needs of others.
4. **Partnership:** This individual is able to build trust internally and externally and must be viewed as highly professional, discreet, and accountable.
5. **Organizational agility:** He/she/they has a thoughtful, respectful communication style that fosters an open environment, enabling thought-provoking discussions and collaborative decision making.

6. **Perceptive:** He/she/they is creative and intuitively recognizes opportunities and takes appropriate action.

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This document describes general job duties and responsibilities. It is not a complete listing of job duties. Further clarification should be obtained from the supervisor listed above (e.g. Work plans, performance standards, task lists etc.). Incumbents may be required to perform tasks related to these duties. Major changes in job duties should be incorporated in this description.

Compensation & Application:

Remote work will be considered. The salary range is between \$23-30/hourly, with eligibility to receive a generous benefits package.

NASW is an equal opportunity employer. We strongly encourage and seek applications from people of color, including bilingual and bi-cultural individuals, as well as members of the lesbian, gay, bisexual and transgender communities.

To apply, please submit your cover letter and resume [here](#). NASW-CA will accept applications on a rolling basis, but applications submitted by and before September 24, 2021 will be given priority review. Due to anticipation of high numbers of applications, we apologize that we will not be able to respond to every submission.