



GIRLS ON THE RUN SERVING MARICOPA & PINAL COUNTIES COMMUNICATIONS AND OUTREACH COORDINATOR JOB DESCRIPTION

Job Title: Communications & Outreach Coordinator

Location: Scottsdale, AZ

Reports to: Executive Director

Girls on the Run serving Maricopa & Pinal Counties is dedicated to creating a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams. We inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running. In the last 17 years we have served more than 15,000 local girls and families, and in Spring 2023 more than 1,500 girls will participate in our programming at more than 100 sites across the Valley.

At Girls on the Run we believe that all girls and communities should have access to our programs. We strive to eliminate barriers to participation, to continue creating programming that engages all communities, to be intentional about staff and volunteer diversity and to promote a culture of inclusion across the organization.

Our organization is seeking a visionary, mission-driven professional to join our team as Communications & Outreach Coordinator. If you have experience working in communications/marketing/outreach, the ability to think strategically and execute operationally, outstanding relationship building and communications skills and are passionate about making a difference in the lives of girls and their families, please review the description below.

Position Summary

The Girls on the Run serving Maricopa & Pinal Counties (GOTRMPC) Communications & Outreach Coordinator will coordinate GOTRMPC's community outreach and engagement initiatives. They will work to increase the organization's presence in the community and will build relationships with individuals, groups, organizations and the media in support of the GOTRMPC mission. Reporting to the Executive Director, the Communications & Outreach Coordinator is responsible for developing and executing marketing, communications and outreach strategies that expand and diversify the organization's participant and volunteer base, increase brand awareness, improve financial performance and drive stakeholder engagement.

Principal Responsibilities:

- Develop and implement promotional strategies for GOTRMPC campaigns, events and programs
- Using Girls on the Run International guidelines and tools, write press releases and develop promotional materials and other promotional copy for media and target audiences
- Develop and strengthen relationships with local and regional press contacts
- Coordinate all marketing communications with GOTRMPC stakeholders including social media and e-newsletters
- Maintain website and social media platforms with applicable information and events
- Identify relevant community events and coordinate participation in these events
- Develop new partnership opportunities with corporations, community groups and organizations
- Implement metrics to measure effectiveness of activities and to guide future initiatives

General Responsibilities:

- Nurture and support a caring, results-oriented culture that embraces personal responsibility, performance and quality
- Exemplify the Girls on the Run core values with others to advance the organization's mission
- Maintain high standard of integrity and ensure security of confidential information
- Develop positive relationships with volunteers, board members, community members and staff
- Play a key leadership role at GOTRMPC events
- Support organizational fundraising and outreach initiatives
- Any other duties deemed necessary by the Executive Director

Qualifications:

- Undergraduate or Graduate degree in Marketing, Communications, Advertising or Nonprofit Management preferred
- Strong communicator with excellent written (specifically AP style), editing and interpersonal skills
- Proven success at developing creative marketing tactics to achieve measurable goals
- Demonstrated experience in community outreach and marketing/communications—including website content, newsletters, print collateral, social media posts— in a fast-paced, goal-driven environment
- Knowledge of layout and design for print and web-based promotional materials
- Effective project manager, who is highly organized and proactive, with the ability to take initiative and manage multiple tasks and projects at a time and deliver within deadlines
- Proficiency in the Microsoft Office Suite, Adobe Creative Suite, Google Analytics and Google AdWords
- Enthusiasm combined with a genuine commitment to and passion for the mission of Girls on the Run
- Flexible and adaptable team-player with a sense of humor
- Available to work evening and weekend events
- Ability to travel within assigned territory, using a personal vehicle
- Nonprofit experience is a plus

Most work takes place Monday – Friday, but some weekends and evenings for events or meetings are required. These may include but are not limited to: coach trainings, info nights, monthly committee meetings, program site visits, outreach events and the Girls on the Run 5K.

Compensation and benefits:

This position is a full-time, exempt position offering a compensation range of \$35,000 – \$45,000 annually, depending on experience. In addition, Girls on the Run is proud to offer a generous PTO plan, a comprehensive benefits package including company-subsidized medical coverage, professional development opportunities and a fun and supportive work environment that embraces the Girls on the Run Core Values.

To Apply:

Candidates should send a resume, cover letter, and at least one writing sample via email to jobs@gotrmc.org. Please use the cover letter to describe what in your background demonstrates the competencies sought and what interests you most about working for Girls on the Run serving Maricopa & Pinal Counties.