



## COMMUNICATIONS AND MARKETING COORDINATOR

(Regular Full Time, Non-Exempt, 40-hour workweek)

It is the mission of PATH International, a 501 (c) (3) organization, to provide equal employment opportunities without regard to race, color, religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, genetic information, or any other protected characteristic under applicable law.

The Professional Association of Therapeutic Horsemanship International (PATH Intl.), leads the advancement of professional equine-assisted services by supporting its members and stakeholders through rigorously developed standards, credentialing and education.

### Job Summary:

The Communications and Marketing Coordinator is responsible for internal and external communications efforts on behalf of PATH Intl. An employee of the marketing department, this position reports to the director of marketing.

### Supervisory Responsibilities

- Possibility of supervision of interns

### Duties/Responsibilities

- Develop and produce news releases to promote PATH Intl.
- Edit, write and/or rewrite articles, publications, documents and other materials.
  - Will determine style and most effective means of communication and be knowledgeable of proper grammar, punctuation and spelling.
  - Content and format are reviewed by multiple levels of management before

releasing.

- Social media content creation
- Collect content and produce a 2X per month electronic member newsletter, 1x per month education newsletter, quarterly CEO update in addition to a variety of electronic communications each month
- Monitoring and responding to online “chatbox” inquiries
- Proofreading of quarterly magazine, updates to standards manual and a variety of communications
- Periodically review the website for outdated material and bring such to the attention of the appropriate staff member.
- Provide editorial support for publications, business forms, etc. that advance the objectives of the organization.
- Coordinate efforts with other departments to present a coherent and positive image of PATH Intl. Expedite customer and member requests as directed.
- May provide writing and marketing support for additional projects.
- May manage occasional print production
- Some travel may be required.

#### **Required Skills/Abilities:**

- Technical:
  - Microsoft Office Suite
  - Adobe Creative Suite
    - Familiarity with desktop publishing procedures and software, InDesign
- Interpersonal:
  - Communication (verbal and written)
  - Group facilitation
- Organizational:
  - Project planning and management
  - Ability to work independently
  - Good time-management skills
  - Ability to meet deadlines
  - Adaptability a must

#### **Education and Experience:**

Four-year degree (Communications, Journalism, Public Relations, Marketing, English)

required with a minimum of 2+years of related experience in the following areas:

- Excellent writing, editing and proofreading capabilities.
- Knowledge of and experience in producing effective electronic newsletters, broadcast emails
- Ability to manage multiple tasks simultaneously, coordinate approvals/production and meet project deadlines
- Must have strong interpersonal skills, professional demeanor and service orientation to interact with members, committees, board of trustees and employees at all levels of the organization.

This position can be done in office or remotely if applicant is approved for remote work. And requires the incumbent to perform normal activities including, but not limited to sitting or standing for long periods, filing, retrieval, lifting (up to 25 lbs.) and operating office equipment. The use of a computer is required daily. May occasionally require working extra hours and some weekends.

The physical and mental requirements outlined in this job description describe the demands according to how the job is typically performed. This description, however, is not intended to prescribe or restrict the methods which may be used to meet the essential functions of the position. Any applicant or employee may request reasonable accommodation in the way that the essential functions are performed by contacting Human Resources.

Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.

#### **Job Details:**

Job Location: Westminster, CO, hybrid in-office and remote schedule available

Salary: \$48,000 – \$52,000 annually. Salary commensurate with experience.

Employment Status: Full-time, non-exempt, 40-hour work week

Reports to: Director of Marketing and Communications

Benefits include but not limited to: Health and dental, paid holidays and vacation