



## **Marketing Coordinator (Full-Time; 40 hours per week)**

The Hopi Foundation  
Kykotsmovi, AZ

### **ABOUT THE HOPI FOUNDATION**

The Hopi Foundation was founded in 1985 and incorporated under the State of Arizona as a 501(c)3 non-profit organization in 1987. Our basic mission is to **Help People Help Themselves**. The Hopi word **Lomasumi'nangwtukwsiwmani** signifies the process of furthering unity of aspiration blossoming into full maturity over time. We believe in attending to the community in which we live and to the skills of our people.

Since its inception, The Hopi Foundation has grown to encompass a variety of community-based programs and initiatives. With its office located on the Hopi reservation, The Hopi Foundation serves a wide range of individuals and organizations.

### **POSITION SUMMARY**

The Marketing Coordinator has primary responsibility for coordination of The Hopi Foundation's marketing and outreach for its community programs, services, and activities. The Marketing Coordinator works with the Executive Director, Program Director(s) and/or Managers to assist with designing and implementing the Foundation's communication strategy and program-based marketing activities. The Marketing Coordinator works collaboratively with staff to ensure timely and quality communication to our donor, partner, and community constituencies and may be delegated additional communication responsibilities as needed. The Marketing Coordinator reports and is accountable to The Hopi Foundation's Development Manager.

### **SPECIFIC RESPONSIBILITIES**

#### **KEY MARKETING FUNCTIONS:**

- Develop, implement, and coordinate marketing and outreach strategies to promote HF and Program online presence, and email dissemination.
- Coordinate staff and volunteers at outreach events to increase knowledge of services, recruit volunteers, and promote community inclusivity.
- Assist the Development Team in designing and preparing an organizational annual report.
- Design and develop outreach materials, developing communications, presentations, and marketing material to provide ongoing outreach to donors and the community.
- Facilitate consistent branding across all programs and activities for HF and Programs.
- Promote program initiatives to strengthen bonds and nurture opportunities for the Foundation and its program.
- Update project information on websites and social media platforms to engage and educate donors and others committed to community-based philanthropy.

- Plan and develop program news and press release content.
- Maintain compliance with Foundation communications, internet, and social media policies.
- Organize and maintain program communication files (electronic or physical) including but not limited to photos, original logos, newsletters, brochures, and other collateral.
- Collect data for evaluating progress and effectiveness both short- and long-term.

#### KEY DEVELOPMENT FUNCTIONS:

- Assist in project-based development planning and activities on a continual basis and through the Development Team.
- Assist in developing and implementing donor stewardship tasks to promote and engage in positive relations with project donors.
- Assist in developing a performance baseline to evaluate development goals and outcomes on an annual basis to evaluate development effectiveness and impact.
- Support maintenance of donor databases and records management.
- Assist in directing donors to their area of interest in the organization and support customer service to community members, donors, and funders.
- Assist with merchandise recommendations, inventory sales, and ordering.
- Assist with conducting research of funding opportunities as needed.

#### REPORTING:

- Prepare content for timely reports on programming activities for the Foundation's grant institutions, donors, and Board of Trustees.
- Provide income reports from fundraising events, sales, memberships, fees for service, and other initiative details for programs.
- Track and report data required to maintain a comprehensive history of income for strategic growth and planning.

#### COMMUNICATION:

- Meet regularly with the Development Team and Program Managers to provide updates on deliverables and to strategize overall project development.
- Work directly with the Development Team and Program Managers to produce concepts and design for assigned tasks based on written and/or verbal descriptions.
- Interact with vendors and others regarding design specifications and file transfer requirements.
- Maintain donor records in coordination with the Finance Team to produce accurate reporting.

#### PROGRAM SUPPORT:

- Assist with procurement of printing, publication, or reproduction of marketing materials.
- Assist with volunteer and staff training for development of outreach material content and use of social media platforms; provide ongoing support as needed.
- Check design work of other staff or volunteers including layout, form, fit, function, materials, specification needs, and other output as directed.

#### SPECIAL EVENTS/OTHER:

- Participate in Hopi Foundation program-wide activities, as requested.
- Serve on committees as assigned by the HF Executive Director.
- Perform other duties and assist with special projects as needed.

## **QUALIFICATIONS**

The ideal candidate will possess strong initiative and time management skills, design, and web-based technical capacities, written and verbal communication skills, thoroughness, and problem solving/analytical skills with a mixture of experience in the following areas: Be able to communicate with the community to educate about the work of the Hopi Foundation and its programs. S/he will have knowledge of philanthropy, community development, community organizing, and an interest in furthering The Hopi Foundation's mission through the work of its programs while adhering to its mission, vision, and strategic plan.

Candidate must be capable of working collaboratively and independently as needed while maintaining open communication with his/her supervisor on matters involving the project, its assets, and resources. Ideally, applicants will have knowledge and/or experience of The Hopi Foundation and its culture and community.

## **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

- Ability to maintain confidentiality regarding all aspects of the program.
- Must have strong program and time management with ability to carry out multiple tasks and meet deadlines.
- Financial and supervisory skills necessary.
- High level of organization, accountability, reliability, and self-motivation required.
- Experience in at least one, and knowledge of all, of the following:
  - Community organizing, education (teaching or training), and capacity building.
  - Philanthropic and/or nonprofit management.
- Demonstrated commitment to agriculture, cultural education, economic and social justice issues.
- Excellent relationship-building skills and an ability to interact with a diverse group of people.
- Must have good communication, written and verbal skills.
- Proficiency with Microsoft Office Suite, internet research/applications, and other types of media tools. Computer skills are necessary to complete tasks and reports.
- Must have social media and website content management experience. Knowledge of Facebook, Instagram, Twitter, YouTube, and Google Analytics is required. HTML is preferred, but not required.
- Design-driven sensibility; experienced in developing engaging web content.
- Knowledge of HTML, Photoshop, and video editing software preferred.
- Event management and organization experience are preferred.

## **MINIMUM QUALIFICATIONS REQUIRED**


- A combination of at least three (3) years of management, supervision, and programming experience; and
- Bachelor's degree; or
- Any equivalent combination of education, training and experience which demonstrates the ability to perform the duties of the position.

## **NECESSARY SPECIAL REQUIREMENTS**

- Must possess a valid Driver's License.
- Must have no misdemeanor convictions within the past 5 years and no felony convictions.
- Background investigation and fingerprinting may be required.
- Use of personally owned vehicle (POV) may be required to carry out job related tasks.

**ADDITIONAL EXPERIENCE DESIRED**

- Speak and understand the Hopi language fluently to converse with those preferring to speak Hopi.
- Knowledge of Hopi culture desired.

Approved: , Executive Director

Date: 3/11/24