



JOB DESCRIPTION

TITLE: MARKETING & COMMUNICATIONS COORDINATOR
REPORTS TO: DIRECTOR OF INTERVENTION SERVICES
CLASSIFICATION: NON-EXEMPT, PART TIME

SUMMARY: MARKETING & COMMUNICATIONS COORDINATOR is responsible for developing and implementing marketing and communication campaigns for the implementation and integration of Certified Peer Specialist and Certified Recovery Specialist roles within provider organizations in Chester County.

MINIMUM REQUIREMENTS/QUALIFICATIONS:

- Degree in human service related field or demonstrated relevant experience with drug/alcohol recovery. Licensing and/or credentialing in the addiction field preferred.
- Experience with community engagement and outreach, development of communication materials and implementation.
- Pennsylvania Criminal Record Check, The Pennsylvania Child Abuse History Clearance and a FBI Criminal History Background Check required.
- Current valid Pennsylvania driver's license, insurance and vehicle

ESSENTIAL SKILLS:

- Knowledge of traditional and digital marketing tools
- Solid computer skills, including MS Office, web based marketing platforms and presentation programs
- Customer Relationship Management
- Excellent communication and presentation skills

DAILY JOB RESPONSIBILITIES:

1. Develop, plan and implement strategy for marketing and communication efforts for the PSEI Project.
2. Assist in the development of presentations for the PSEI Project.
3. Establish and maintain relationships with behavioral health systems and targeted organizations and utilize those relationships to strategically implement project; maintain a good understanding of surrounding resources.
4. Develop periodical information for local media, provider publications and related newsletters.
5. Meet or exceed projects' goals and deliverables, positively impacting members of the recovery community and their families.
6. Data collection for marketing components of project; maintain required records and reporting requirements.
7. Other duties as directed by Executive Director.

COMPENSATION: Commensurate with experience and other qualifications.

REVISED: October 2018

Employee Signature Date

Supervisor Signature Date