



## **Position Description Coordinator, Communications and Marketing**

<b>Job Title:</b>	Coordinator, Communications and Marketing
<b>Reports To:</b>	Executive Director
<b>Location:</b>	Tulsa, OK
<b>Status:</b>	Full-time, exempt
<b>Salary Range:</b>	\$40,000 - \$50,000

Amplify Youth Health Collective (Amplify) seeks a full-time Communications and Marketing Coordinator with a high level of initiative, creativity, and exceptional organizational skills to increase awareness of Amplify. This role will be responsible for developing and implementing a strategic communications plan, social media management, coordination of advocacy campaigns, and utilizing partnerships to expand collaboration among key stakeholders and the community. Amplify is looking for a compelling storyteller who will increase community awareness about the importance of youth sexual health and well-being; amplify the urgency to address sexual health inequities that exist for Black youth, youth of color, immigrant youth, Spanish-speaking youth, LGBTQ+ youth, and youth with disabilities; and highlight the work of our partner network. The Communications and Marketing Coordinator must be creative, innovative, experienced, and enjoy working within a small, entrepreneurial, mission-focused, and community-oriented environment.

Amplify fosters a culture of kindness, integrity, innovation, collaboration, and equity. Our values inform the way we work together internally and with our community partners. Candidates must exhibit dedication and commitment to the young people of Tulsa, and a strong commitment to the mission, goals, and values of Amplify.

### **About Amplify Tulsa**

Amplify is a collective-impact organization advancing youth sexual health and well-being in Tulsa, with an emphasis on reducing Oklahoma's high teen birth and STI rates, through collaboration, education, and advocacy. Our team is committed to fostering a collaborative, affirming, safe, and rewarding workplace. We value the contributions and skills of all team members.

### **Duties and Responsibilities**

- Manage all external communication efforts, including website maintenance, social media management, newsletter creation and distribution, and other marketing activities as needed
- Support and promote community outreach efforts, including tabling events and speaking engagements
- Develop flyers, brochures, annual reports, and other collateral materials
- Create video and print photography resources to support all marketing strategies
- Review, update, and track progress of the Amplify strategic communications plan
- Collaborate with Tulsa Health and Education (THE) Coalition and Youth Leadership Council to inform messaging and increase project participation
- Create and distribute press releases to alert media on critical issues and initiatives
- Seek out local and national promotional opportunities to feature Amplify initiatives, including media outreach, conference RFPs, and academic journal submissions
- Design newsletters to inform key stakeholders, supporters, and the community about key organization updates and other relevant news
- Assist in the development and execution of Amplify projects in collaboration with Amplify team



- Collaborate with grant writer/fundraiser on communications piece of Amplify fundraising strategies and financial plan
- Collaborate with the Program Director to meet design and marketing needs for trainings and projects

### **Qualifications and Education**

- Bilingual (English/Spanish) preferred
- Bachelor's Degree and 1-3 years of communication, public relations, marketing, or creative experience preferred
- Demonstrated experience in brand management
- Graphic design software knowledge and experience
- Public relations and press release development and distribution experience; existing local media relationships preferred
- Ability to communicate to a wide variety of audiences with a high degree of professionalism and appropriate style
- Ability to exercise independent judgment in a fast-paced environment
- Excellent verbal communication skills, writing, and editing skills
- Proficient in Microsoft Office Suite
- Proficiency with Wordpress, Social Media, and Social Media Analytics
- The ability to learn new computer skills quickly

### **Hours and Schedule**

- This is a 40-hour per week position
- May require attendance outside typical work hours for events
- This is an on-site position with some work from home flexibility

### **TO APPLY FOR THIS JOB:**

**Please, send a cover letter and resume by May 2, 2022 (Subject Line: Coordinator, Communications and Marketing) to [info@amplifytulsa.org](mailto:info@amplifytulsa.org).**

**Amplify is an equal opportunity employer and we are committed to equitable community representation among Amplify Staff and Board of Directors. We value a diverse workforce and a culture of inclusivity and belonging. Our goal is to attract qualified candidates and encourage applications from all individuals without regard to race, color, religion, sex, national origin, age, disability, veteran status, marital status, sexual orientation, gender identity, or any other characteristic or activity protected by applicable law. We believe that systems of oppression disproportionately hurt people of color, people from working class backgrounds, LGBTQ+ people, and women. We believe that these communities must be centered in the work we do. Hence, we strongly encourage applications from people with these identities or who are members of other marginalized communities.**