

Position: Marketing & Communications Coordinator

Location: Irving, TX

Mission:

The Jensen Project’s mission is to fuel strategic partnerships in the fight against sexual violence.

Position Summary:

The Marketing & Communications Coordinator will handle internal and external communications for the organization. The ideal candidate will be able to engage with the leadership team to understand the current business initiatives, then curate compelling content to effectively communicate this to a broader audience.

Responsibilities:

Marketing & Communications:

- Create internal and external communication initiatives through campaign development, idea conceptualization, audience segmentation, and storytelling
- Collaborate with lead creative designer to creatively adapt stories across all channels including social media, blogs, web, email, internal drive, and donor and community partnerships
- Copyedit, proofread, and revise communications for the Executive Leadership Team
- Coordinate annual communications calendar to align with organizational and fundraising goals
- Manage social media channels including, but not limited to LinkedIn, Instagram, Facebook
- Manage minor updates to website, as needed
- Track performance and analyze metrics of strategies and content and provide ongoing feedback and recommendation to improve and elevate approach
- In collaboration with the Executive Leadership Team, represent The Jensen Project through public appearances and speaking engagements; coordinate public relations, paid advertising, and media relations
- Ensure consistent communication of The Jensen Project brand, values, and mission throughout the organization
- Stay up to date with the latest current news, events, and best practices in the field as it relates to ethically communicating on the topic of sex trafficking
- Customize social listening platform and inform staff with significant news

Education & Experience

- Bachelor’s degree or equivalent work experience
- 3-5 years of graphic design and/or communications experience.

- 2+ years of experience working with high-risk populations
- Adobe Creative Suite experience preferred
- Experience managing CRM
- Experience managing social listening tools
- Familiarity with WordPress or similar website platform
- Superior verbal and written communication skills
- Strategic thinker with a keen eye for program excellence
- Strong leadership and management skills
- Ability to manage multiple projects at one time with strong follow-through
- As part of our standard hiring process for new employees, employment with The Jensen Project will be contingent upon successful completion of a background check.

Diversity, Equity and Inclusion:

The Jensen Project recognizes the communities and people we serve are disproportionately impacted by racism and other social injustices. We are committed to creating an environment that is equitable, transparent, and inclusive. We value self-reflection, growth and collaboration from staff, survivors we serve and partner organizations. We value deep listening, understanding and active participation to keep the conversation going and to dismantle barriers to social and racial justice.