

Job Title:	Marketing Coordinator
Location:	Sports Authority Field at Mile High, Denver, CO
Department:	Operations and Communications
Reports to:	Operations and Communications Director
Supervises:	N/A
FLSA Status:	<input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/> Exempt
Classification:	Year Round / Full Time

About the NSCD:

The National Sports Center for the Disabled (NSCD) *enables the human spirit through therapeutic recreation and sport.* Each year more than 3,100 children and adults with disabilities participate in our programs to improve the quality of their lives. With specially trained staff, a custom adaptive equipment lab and over 1,200 volunteers, the NSCD provides therapeutic recreation through a variety of winter and summer sports and activities to individuals with almost any physical, cognitive, emotional and/or behavioral diagnosis. Year-round programming is based out of Winter Park Resort and Sports Authority Field at Mile High.

Position Overview:

The Marketing Coordinator collaborates with the Director of Marketing and key staff members to develop and implement marketing and communication strategies that support the overall efforts to raise awareness about the NSCD. In particular, s/he will focus on building and maintaining NSCD’s online presence, including social media maintenance, e-newsletters, website updates, as well as designing collateral for distribution. This position also coordinates the agency raffle administration for the Bronco’s 50/50 drawing and at other events as needed.

Duties and Responsibilities:

Marketing Duties/Responsibilities:

- Responsible for collateral production, such as, flyers, business materials and other marketing materials.
- Generates and posts the NSCD e-newsletter, social media content, calendar listings, and other print/electronic media.
- Supports marketing team in keeping nscd.org current.
- Responsible for maintaining NSCD photo library.
- Search Engine Optimization (SEO) maintenance on nscd.org.
- Administration of 50/50 Raffle events throughout the Denver Bronco home football season and additional raffle opportunities throughout the year (Includes weekends and evenings).
- Assist program and volunteer teams at 6+ ability clinics.

Special Events Duties/Responsibilities:

- Assist with event social media campaigns
- Assist with creation and management of all registration and ticketing pages.

- Available to assist in various roles at NSCD special events.

Other duties may be assigned

Education and Experience Required:

- Bachelor’s degree in business, journalism, communications, liberal arts, marketing, or equivalent.
- Excellent writing, grammar, editing and verbal communication skills.
- Excellent knowledge of computer systems and software, including but not limited to: Microsoft Office Suite, Adobe Creative Suite, WordPress and Constant Contact.
- Demonstrated knowledge of physical and cognitive disabilities, adaptive sports industry is preferred but not necessary.
- Experience in general public relations and/or marketing.

Additional Experience/Attributes:

- Demonstrated initiative and ability to work with minimal guidance.
- Able to manage confidential information.
- Able to concentrate and perform job duties while working under noisy, busy conditions.
- Ability to work collaboratively with colleagues and staff in a team-oriented environment.

Professional Performance:

- Adhere to all Personnel Policies and Procedures for the Agency.
- Maintain professional standards of performance, demeanor, and appearance at all times; act as a “role model” both at and away from the Agency.
- Maintain a creative, team-building approach to job performance and seek to bring a constructive, problem solving orientation to all tasks.
- Performs all tasks and responsibilities with attention to detail and in a complete and timely manner, complying with agency policies and standards and conforming to the scheduling requirements of the job and program.
- Maintain an awareness of the agency’s mission and work to promote the positive individual and social change goals it embodies.
- Exercise discretion and professional judgment at all times keeping with the responsibilities carried personally and by the agency for the care and welfare of the clients.
- Act with honesty and integrity in all aspects of Agency business.
- Actively strive to upgrade professional skills through engaging in appropriate professional training and experience.
- Actively strive to create and maintain a culturally sensitive environment through communication and interaction that demonstrates respect for diversity, socio-economic and cultural differences.

Work Schedule

This is a full time, year round position. The typical work schedule is Monday – Friday 8:00 am – 5:00 pm.

This position will require some weekends and/or evenings to support the needs of the agency in addition to the special events execution.

Salary: A competitive compensation and benefits package is available.

Physical Requirements:

- Dexterity, auditory and visual acuity to operate computers and phones or mobile devices.
- Auditory and visual acuity to interact with guests, sponsors, donors and clients on a daily basis.
- Able to work for long periods of time without break during the conduct of presentations and events.
- Able to lift 25 lbs. with minimal assistance.
- Able to work outside year round in varying conditions.

- Able to successfully manage multiple, high priority tasks in a fast-paced environment.
- Must meet background check criteria regarding clearance to drive the NSCD vehicles.

ACKNOWLEDGEMENT

This job description is intended to describe the general nature and level of work performed. It is not intended to be a complete list of all responsibilities, duties and skills required of employees performing this job. Furthermore, this job description does not establish a contract of employment. NSCD may change job descriptions at any time, with or without notice as service needs require.

I have read and understand this job description.

Employee Signature

Date

Equal Employment Opportunity (EEO) Policy

NSCD is dedicated to the principles of equal employment opportunity. We prohibit unlawful discrimination against applicants or employees on the basis of age 40 and over, race, sex, color, creed, religion, national origin, disability, sexual orientation, ancestry, citizenship, veteran status, genetic information, or any other applicable status protected by state or local law.

NSCD will consider providing reasonable workplace accommodations if needed.