



a seriousfun camp

TITLE:	MARKETING & COMMUNICATIONS COORDINATOR
LOCATION:	Mt. Gilead, OH / Remote Flexibility
JOB CLASS:	Full Time
REPORTS TO:	Chief Advancement Officer
TEAM:	Development & Communications Team

The Marketing & Communications Coordinator

As the Marketing & Communications Coordinator you are all in when it comes to the intricacies of communications strategy, planning and execution. You are driven by a service mindset to produce high quality deliverables that inspire and engage stakeholders. You have a passion for storytelling in all forms - and always with an empathic approach. You are confident and flexible to adapt to unplanned situations of any size with optimism. You simplify the complex and make it look fun and easy.

Team Function Overview:

This role works within the **Development & Communications Team** to support the mission of camp through storytelling, impact messaging and building brand awareness. The DevComm team produces print and electronic materials to inspire and motivate internal and external audiences such as campers, families, volunteers, supporters, media influencers, and other important stakeholders, engage and retain donors, and increase awareness in Ohio and beyond.

The DevComm team is also responsible for generating \$3.5M+ in contributed income annually in addition to \$585K in gifts in kind to support Flying Horse Farms' mission. By engaging donors with camp through cultivation, stewardship, data analysis and authentic experiences, a donor journey is created.

Responsibilities

Communications, Marketing & Brand Support

- Manage implementation of the strategic communications and marketing plan and calendar with direction of the Chief Advancement Officer.
- Ensure the consistency of brand messaging internally and externally.
- Create and edit media and communications materials regularly.
- Build and cultivate relationships with media, designers, videographers, communications consultants, and key influencers.
- May manage volunteers; point of contact for vendors

Storytelling, Publication & Media:

- Develop and concept brochures, flyers, team specific collateral as needed. Create forms and other pieces for distribution on a semi-regular and/or annual basis.
- Manage organization-wide collateral; implement systems for reviewing and updating regular and annual pieces.
- Create and produce content for external purposes to tell FHF stories; including but not limited to overseeing the production of annual Impact Report and Journey magazine through content gathering, writing, editing, and photo management.

- Manage and implement digital, web, and social media presence to ensure consistency in tone, brand, and updates, including generating, editing and publishing engaging content.
 - Manage and distribute monthly e-newsletters: write and edit content, manage email list
 - Manage and implement a strategic social media plan on all mediums. Apply appropriate social media trends that elevate FHF's presence and align with the values of the organization.
 - Support the collection, curating, and social posting of program experience photos.
 - Track social media analytics.
- Brand promotion:
- Draft media releases/advisories and pitch earned media stories to relevant media outlets
 - Write and submit award nominations to bolster FHF in the community.
 - Document and analyze data and outcomes related to communications statistics for grants and other project reports

Development / Impact Messaging

- Assist in developing communications strategy to special events. Create script and messaging for event program as needed.
- Create and coordinate event marketing messaging throughout the year.
- Coordinate annual appeal content and production process.

Administrative Support for Communications Team

- Support the executive administrative needs and manage logistics for the DevComm team through managing collateral inventory, email management, form revisions and project support as appropriate while using independent judgement and discretion.

Required Skills & Experience

- 2-3 years marketing communications experience in a nonprofit or agency setting
- Ability to communicate effectively via phone, email and in person
- Proficient editing and writing skills
- Working knowledge of InDesign
- Strong understanding of brand management
- Ability to work cross-functionally with a variety of teams
- Experience in CMS and social media management tools and platforms

Preferred Skills & Experience

- Photo / Video editing and Web CMS
- Web management experience: email platforms (Mailchimp)
- Technologically savvy and trend aware
- Experience pitching media outlets for earned media placement
- Working knowledge of Lightroom
- Familiarity with donor/customer relations management systems like Raiser's Edge

Expectations & Requirements for all Flying Horse Farms Staff

We live our Values. We are each responsible for knowing our values and nurturing our culture:

- **We are All In.** To embody our Core Values of “*Campers First,*” and “*All Crew, No Passengers*” we are **All In** to demonstrate a dedication to FHF’s mission & vision, even when tasks or goals may be in our stretch zone or outside normal job responsibilities. This may include the reminder that “*Anyone Can Give*” means that in all we do, at all times, with all people, we represent FHF and our camper families depend on us to share their stories and inspire as many people as possible to be part of making camp possible.
- **We have an Attitude of Optimism.** Our Core Value of “*Welcome Home,*” requires us to have an **Attitude of Optimism**. We accept ambiguity as an opportunity to solve problems and are hopeful our work and objectives will achieve successful outcomes. Having an Attitude of Optimism in how we approach our work means that we “*Celebrate Every Milestone*” when trying something new or different. There may not be a specific outcome met or achieved, but other opportunities present themselves, such as: learning experiences, new skills, thought processes, or communication styles.
- **We are Trustworthy.** To achieve our Core Value of “*Seeing the Best in Each Other,*” we must be **Trustworthy**. We build trust when we show up prepared, consistently deliver what is asked of us and what we say we will do, and then some. We take ownership of our work and we are honest about where support is needed and how we offer it to each other. When this is demonstrated, “*With Trust Comes Relief*” is experienced by others. We foster the experience with abundant gratitude and applying our Core Value of “*A Simple Thank You Goes A Long Way*”.
- **We Take Initiative.** The Core Value of “*Fearless is Free*” invites a team member to **Take Initiative** to plan for what could happen, solve problems with innovation, and be attentive to details for successful outcomes. “*Giving Feels Good*” extends to how we offer our talents, our energy, and our care for the sake of the greater good of the mission.

One Barn:

At Flying Horse Farms, we believe in providing opportunity to engage and learn cross departmentally. To demonstrate this and underscore our operating core value of All In, every employee at FHF participates in organization-wide and/or cross departmental efforts. While included in all team member position responsibilities is the agreement of “other duties as assigned” or “not assigned,” we at FHF desire to be All In and agree to and partner on tasks, projects, and teamwork that support the operations and mission of the organization by completing tasks or assignments that may normally fall outside of your job description. Examples of this include but are not limited to fundraising, event assistance, program participation, facilities assistance work, “volunteering/working” for a camp session, and supporting alternative revenue efforts as appropriate. At FHF we fondly refer to this approach to All In as The One Barn.

Flying Horse Farms provides healing, transformative camp experiences for children with serious illnesses and their families – free of charge. Located on 200 acres in Mt. Gilead, Ohio, camp first opened its gates in 2010 and hosts about 900 children and families each year.

Flying Horse Farms is the first camp in the Midwest to become a full member of the SeriousFun Children’s Network. Founded by actor, philanthropist and Ohio native Paul Newman, the Network is a community of independently managed and financed camps and programs creating opportunities for children with serious illnesses and their families. The Network has evolved from one camp to a global community serving one million children and families across five continents.

The children who attend camp have illnesses including cancer, heart conditions, rheumatoid arthritis, blood disorders, asthma, gastrointestinal disorders and facial anomalies.

At Flying Horse Farms, for a weekend or week at a time, being sick takes a backseat to being a kid. And fun is priority number one. Campers participate in activities like swimming, boating, fishing, archery, high ropes and arts and crafts. Campers receive first-rate care at our on-site health center, staffed 24/7 by medical professionals from children’s hospitals across Ohio and beyond.

Flying Horse Farms is an ACA-Accredited Camp with the American Camp Association.