



## INSPIRATION RANCH POSITION DESCRIPTION

March 2022

Title/Position: **Marketing and Communication Coordinator**  
Reports To: **Vice President of Development**  
Full / Part Time: **Full time**  
Salary: **\$50,000-60,000 (commensurate with experience)**

### **Position Description:**

The Marketing and Communications Coordinator is responsible for the development of all marketing and fundraising strategies to grow the base of support and increase public awareness of Inspiration Ranch. The Marketing and Communications Coordinator builds and manages brand identity and all aspects of marketing communication to raise awareness of the organization and its programs throughout the Greater Houston region. Focus is in the areas of Design and Print Marketing, Website, social media, PR, Community Relations, Networking, Booth Exhibits and Community Activities. This position will also work with a team of volunteers and staff to oversee and execute all fundraising events.

### **Primary Responsibilities:**

- **Graphic Design:** Creation of flyers, brochures, fundraising and event marketing collateral
- **Print Marketing:** Understanding of print and mail house production and scheduling needs
- **Website:** Has expertise in the content management of the website/blog, ensuring compelling and effective communication
- **Communication:** Social Media engagement (i.e., responding, commenting, tagging, tweeting, etc.) and development of regularly scheduled newsletters, e-news blasts, blog posts, and all other communication. Ensures that all communications are accurate, clear and complete, correct in terms of spelling, grammar, punctuation and editorial style
- **Event Execution:** Oversees and executes all fundraising events and booth exhibition activities
- **Networking:** Participates in event networking at various Chambers of Commerce and other community events
- **Public Relations:** Cultivates relationships with reporters and other media personnel in order to pitch impactful stories and write press releases
- **Produce development plans and apply various digital analytics and media tracking tools to generate reports on progress of work to the board of directors**
- **Tours:** Schedule ranch tours for prospective donors for VP and assist with tours as needed
- **Reporting:** Create monthly management status reports, including donor activity, prospective donor communications, community relations, and other reports as requested by VP of Development
- **Capital Campaign:** Support campaign marketing efforts and attend planning meetings

**Qualifications:**

- Excellent oral and written communication and interpersonal skills
- College degree with a focus in Marketing and/or Communications or non-profit equivalent experience required
- High energy, outgoing, team player and a passion for Inspiration Ranch's mission is essential
- Working mastery of computer programs including: Adobe Creative Suite (Photoshop, InDesign and Illustrator), Microsoft Word, Power Point and Excel, and familiarity with Bloomerang or eTapestry software is a plus
- Experience with non-profit marketing, communications and social media
- Self-starter, objective driven and works with minimal supervision

**Reporting Relationships:**

Position reports to VP of Development. Key relationships working with CEO, Certified Riding Instructors, Grant Writer, Development Committee and Event teams/Volunteers.

**Working Conditions and Requirements:**

- Flexible hours that include some evenings and weekends
- Team player willing to work with staff and volunteers in collaborative environment

**To apply, please forward a cover letter and resume to Sandy Biggers, CFRE at [sandy@inspirationranch.org](mailto:sandy@inspirationranch.org)**

Inspiration Ranch is looking for a Marketing and Communications Coordinator. This person should have demonstrated experience in both marketing and communications. Inspiration Ranch is a non-profit that has recently moved to a new facility to encourage the growth we are experiencing as a premier accredited center. We are located on 40 acres in Magnolia, Texas. This position should be a self-motivated person who loves to work with volunteers and use their expertise in both marketing and communications to help elevate the Ranch's brand and public awareness as well as help to expand our base of support. They will build and manage brand identity and all aspects of marketing communication to raise awareness of the organization and its programs throughout the Greater Houston region. Focus is in the areas of Design and Print Marketing, Website, social media, PR, Community Relations, Networking, Booth Exhibits, and Community Activities. This position will also work with a team of volunteers and staff to oversee and execute all fundraising events. This position is full-time with salary and benefits and amazing staff culture to work in! [www.inspirationranch.org](http://www.inspirationranch.org)