

## Marketing and Communications Coordinator

**Type:** Full-Time, On-site

**Reports To:** Director of Advancement

### Position Summary

AGAPE is seeking a creative, detail-oriented **Marketing and Communications Coordinator** with a heart for storytelling to support the organization's marketing, communications, and fundraising efforts. This role works closely with the Director of Advancement to tell the AGAPE story, highlighting hope, healing, and transformation through mission-centered content across digital and print platforms.

The ideal candidate is a dependable self-starter with **2–4 years of experience** in marketing or communications, strong writing skills, and a passion for sharing stories that demonstrate AGAPE's impact on children and families.

### Key Responsibilities

#### Storytelling & Content

- Gather and develop stories that reflect AGAPE's mission, programs, and community impact
- Translate real-life moments into clear, compelling narratives for donors, church partners, and supporters
- Write and edit content for newsletters, emails, social media, appeals, website updates, and print materials
- Maintain a collection of approved stories and testimonials, ensuring accuracy, dignity, and confidentiality

#### Communications & Digital Support

- Support content planning and editorial calendars under the direction of the Director of Advancement
- Create and edit content for digital and print platforms in alignment with brand guidelines
- Maintain and update website content
- Create basic visual assets using Canva or similar tools
- Capture simple, authentic photo and video content using a smartphone
- Organize and maintain digital marketing and storytelling assets

#### Social Media & Engagement

- Assist with day-to-day management of AGAPE's social media channels
- Schedule and publish content that reflects AGAPE's mission and values
- Monitor engagement and respond to comments and messages as appropriate

#### Fundraising & Administrative Support

- Assist with print and online advertising coordination
- Support fundraising campaigns and events through story-based content and promotion
- Assist with tracking communications activity and maintaining records
- Provide administrative and project support to the Advancement team as needed

### Qualifications

- Bachelor's degree in Marketing, Communications, English, Journalism, Public Relations, or related field preferred
- Minimum **2 years of experience** in marketing or communications
- Strong writing and editing skills with the ability to create emotionally resonant content

- Experience creating content for digital platforms, including email and social media
- Direct marketing or fundraising experience a plus
- Deep commitment to AGAPE's mission and values
- Active member of a local church and willingness to sign a statement of faith

### **Skills & Attributes**

- Strong storytelling instincts and attention to audience and tone
- Creative, organized, and detail-oriented
- Ability to manage multiple priorities and meet deadlines
- Cultural humility and trauma-informed communication experience a plus
- Familiarity with social media platforms and basic analytics
- Experience with Canva and standard office software (Microsoft Office, Excel, PowerPoint)
- Collaborative, flexible, and dependable

### **To Apply**

Please send your resume to **tking@agapenashville.org** and include the job title in the subject line.

\*Employment is contingent upon successful completion of background checks and drug screening.