



# FOSTER & ADOPTIVE CARE COALITION

---

## FOR EVERY CHILD... A PLACE TO CALL HOME

## Job Posting

Marketing & Multimedia Specialist			
<b>Department:</b>	Administration	<b>Date Prepared:</b>	01/06/2022
<b>Prepared by:</b>	Billy Flynn	<b>Reports to:</b>	Marketing Director
<b>FSLA Status:</b>	Full-Time, Exempt	<b>Location:</b>	St. Louis (in-office), currently remote due to COVID-19

### Summary of Position

The Marketing & Multimedia Specialist will help showcase the Coalition's impact and services by creating materials and communications for the incredible families we serve and the generous donors that make our mission possible.

The Marketing & Multimedia Specialist will collaborate across departments with the Marketing Director to create digital communications, flyers, postcards, brochures, social media graphics, newsletters, website updates, videos and more to fulfill marketing and design requests for the organization. They will also become the point-person for all photography and videography needs at the Coalition.

This role is perfect for a passionate, creative, multimedia jack-of-all trades and graphic design generalist who wants to use their skills to make a meaningful impact in the community.

This position is based out of the Coalition's offices on S Brentwood Boulevard in St. Louis, MO, and reports to the Marketing Director.

### Essential Functions & Responsibilities

- **Photography & Videography:** Serves as the single point of contact for all videography and photography needs at the Coalition. Travels within the organizations service area to photograph and take videos of adoption days, success stories, and other projects that help share our mission with the community.

**Address**  
1750 S Brentwood Blvd., Suite 210  
St. Louis, MO 63144

**Phone / Fax**  
Office: 800.FOSTER.3 (314.367.8373)  
Fax: 314.241.0715

**Website**  
[www.foster-adopt.org](http://www.foster-adopt.org)



- **Marketing Material Creation Support:** Supports the Marketing Director in the production of print, digital and other organizationally branded materials for programs, fundraising campaigns, special events, social media and more.
- **Website Updates & Monitoring:** Updates content and graphics on website as needed, monitors website for out-of-date information and implements SEO best practices.
- **SOP Creation:** Creates “standard operating procedures” or step-by-step instruction guides of reoccurring marketing projects to ensure proper continuity planning and consistency.
- **Editorial Support:** As a member of the marketing and communications teams, this position will assist in reviewing drafts of Coalition materials, sharing feedback with the teams, and providing proofreading support before final publication.
- **Stationary Tsar:** Orders and maintains stationary and brochure stock, and orders staff business cards and nameplates.

## **Department Specific / Non-Essential Functions**

- Support the Coalition’s mission: attend special events, training events, and other “all hands on deck” activities as needed.

## **Qualifications & Requirements**

### **Education**

- Bachelor’s Degree in graphic design, marketing, or equivalent experience in related field

### **Experience**

- Prior experience creating materials and graphic content for a nonprofit or as in-house designer
- Expert knowledge of the Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro)
- Familiarity with DSLRs and digital photography / videography
- Valid driver’s license in order to travel to photography / videography locations
- Fundamentally, this position is a graphic designer and photographer, and strong technical experience in these areas, coupled with a desire to learn new skills when needed, is necessary
- Ability to work collaboratively and as a member of a team, sharing in responsibilities, successes, and challenges
- Knowledge of website content management systems like Wordpress
- Knowledge of email marketing software like Constant Contact
- Strong organizational skills; ability to handle multiple tasks, manage priorities and meet deadlines

## **Additional Skills/Competencies necessary to carry out services to the service population’s culture and socio-economic characteristics**

- This position requires an understanding of diversity (ethnic, religious, socio-economic, etc.) as well as sensitivity to the situations of the children and families the organization serves.

---

#### **Address**

1750 S Brentwood Blvd., Suite 210  
St. Louis, MO 63144

#### **Phone / Fax**

Office: 800.FOSTER.3 (314.367.8373)  
Fax: 314.241.0715

#### **Website**

[www.foster-adopt.org](http://www.foster-adopt.org)



- This position requires a respect for the confidentiality of the children and families the organization serves.
- This position requires a clean criminal history.
- Behaves with integrity, demonstrates high ethical standards, and displays a positive image of the Foster and Adoptive Care Coalition.
- Demonstrates accountability for results and keeps commitments to others.

## **Organizational Relationships/Scope**

- This position reports to the Marketing Director and collaborates across departments to fulfill creative requests.

## **Working Conditions**

- This position entails work in the community and office.
- Use of automobile for local travel to will be required.
- The Coalition office is considered home-base with primary office hours Monday-Friday 9AM – 5PM.
- This position requires some flexibility. Evening and weekend hours may be required to meet the expectations of this position.

## **Agency Shared Values**

Employees of the Foster & Adoptive Care Coalition agree to hold themselves and colleagues to the following values:

- **Equity:** We insist on fairness and respect. We are deliberate in ensuring everyone has safety, opportunity, access, and support to be heard.
- **Family:** We are family. We are connected and support one another in meeting the needs of our own families and the families we serve. We assume the best and are committed to each other.
- **Diversity:** We celebrate differences and harness the power that diversity brings. Every viewpoint is heard and honored. We are stronger because of our differences.
- **Innovation & Excellence:** We are intentional about knowing better and doing better, using innovation and solution-focus approaches with courageous passion and excellence.
- **Inclusion:** We respect, leverage, and engage everyone’s unique strengths and talents so each individual can contribute to their full potential.
- **Integrity:** We are an agency built on integrity, maintaining a culture of trust, respect, transparency, and honesty. We walk in our truth and uphold ethical standards.
- **Courage:** We stand up for each other and what is right for our clients and stakeholders with truth, vulnerability, and accountability.
- **Teamwork & Collaboration:** We develop and maintain authentic relationships by being flexible and open-minded and maximizing the strengths of each individual in the team to accomplish the best outcome for our children and families. Everyone contributes in leadership.

### **Address**

1750 S Brentwood Blvd., Suite 210  
St. Louis, MO 63144

### **Phone / Fax**

Office: 800.FOSTER.3 (314.367.8373)  
Fax: 314.241.0715

### **Website**

[www.foster-adopt.org](http://www.foster-adopt.org)



## **Disclaimer**

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of employees assigned to this position.

## **Job Description Acknowledgment**

I have received, reviewed and fully understand the job description for this position. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.

<b>Printed Employee Name:</b>		<b>Date:</b>	
<b>Employee Signature:</b>			

---

**Address**  
1750 S Brentwood Blvd., Suite 210  
St. Louis, MO 63144

**Phone / Fax**  
Office: 800.FOSTER.3 (314.367.8373)  
Fax: 314.241.0715

**Website**  
[www.foster-adopt.org](http://www.foster-adopt.org)

