



**Law Offices of  
Florida Rural Legal Services, Inc.**

<b>Job title:</b>	Communications/ Marketing Coordinator		
<b>Department:</b>	Support		
<b>Reports to:</b>	Operations Director		
<b>FLSA:</b>	Non-Exempt	<b>FTE:</b> .1	<i>Lakeland, FL</i>

**Position Overview:** Florida Rural Legal Services (FRLS) is searching for a talented and professional Communications/Marketing Coordinator to join our dynamic team. The Communications/Marketing Coordinator will develop materials and interact with internal and external clients to deliver our strategic messaging to the public and the media. Your duties will be diverse and multi-faceted, therefore excellent professional skills are vital for this role. The successful candidate will help create promotional materials, contribute to the development of company websites, organize meetings and presentations, and interact with clients to effectively deliver FRLS’s strategic message to the public and the media. You must possess superb written and verbal communication skills and have in-depth knowledge of marketing trends. **Essential Functions:**

**Essential Duties and Responsibilities of a Communications Coordinator**

1. Design marketing and promotional materials for FRLS.
2. Write content for both print and Web including FRLS website, blog, brochures, and newsletter.
3. Plan and implement a communications strategy.
4. Monitor the company’s social media and online presence.
5. Organize and direct promotional events.
6. Recommend techniques to improve the company’s public image.
7. Ensure that all promotional and marketing materials meet FRLS’s brand identity strategy.
8. Identify and resolve any issues with promotional content in a timely and professional manner.
9. Serve as point of contact for media and public questions.
10. Assess and report on the effectiveness of communication strategies.
11. Coordinate meetings, press conferences, and presentations.
12. Edits all promotional materials prior to distribution.
13. Distributes print and online marketing materials.
14. Analyzes FRLS’s social media and online presence.
15. Contributes to company blog or website.
16. Assists in redesigning FRLS’s website as necessary.
17. Maintains company presence on social media sites like Twitter and Facebook.
18. Organizes and oversees promotional events.
19. Writes content for local newspaper, social media outlets or magazine ads.

20. Prepares Executives, Managers for media appearances and interviews.
21. Research ways to reach a wider client base, either online or in print.
22. Advises Directors or managers on ways to improve or update public image.
23. Addresses and resolves any problems that may arise with promotional content or distribution of materials.

### **Required Knowledge, Skills and Abilities**

1. Possesses knowledge of effective marketing strategies.
2. Exhibits knowledge of company identity, mission, and goals.
3. Demonstrates strong writing and editing skills.
4. Communicates clearly and effectively.
5. Possesses strong organizational skills.
6. Detail oriented.
7. Exhibits excellent interpersonal skills.
8. Capable of creating and maintaining a network of vendors for promotional events.
9. Demonstrates knowledge of website design and html code.
10. Is familiar with publishing programs like Adobe and InDesign.
11. Exhibits proficiency in Microsoft Office Suite including Word, Power Point, and Outlook.
12. Demonstrates strong leadership skills.
13. Capable of thinking creatively and analytically.
14. Manages time efficiently.
15. Able to conduct independent research into target market.
16. Works well with a variety of different individuals.
17. Possesses solid problem-solving skills.
18. Possess a solid understanding of effective marketing techniques.
19. Must have excellent writing and editing skills.
20. Be able to communicate clearly and effectively.
21. Strong time-management and organizational skills.

### **Education and Experience**

- Bachelor's Degree in Marketing, Communications, English, Public Relations or Journalism.
- A minimum of 2-3 years' experience working in a marketing or communications position.

### **Work Environment**

Our Communications/Marketing Coordinator will spend a significant amount of time in an office setting, designing promotional materials. He or she will also travel locally to visit media outlets and clients, and to oversee special promotional events.

### **EEOC Statement:**

Florida Rural Legal Services, Inc., does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other characteristic protected by federal, state or local law.