OceanFirst Foundation
Position Description

Job Identification Information
Title: Marketing & Communications Coordinator
Supervisor: Executive Director/OceanFirst Foundation

Position Summary
The primary function of this position is to coordinate and collaborate to strengthen, design, and deliver a thoughtful, strategic and compelling marketing and communications effort that advances the priorities of OceanFirst Foundation and creates a greater awareness and deeper understanding of how the Foundation benefits communities in the OceanFirst Bank footprint. The position reports to the Executive Director of the OceanFirst Foundation and works in collaboration with the Director of Marketing of OceanFirst Bank.

Essential Responsibilities
1. Works closely with the Executive Director to ensure key messages are developed appropriately, executed accurately and on a timely basis and that key Foundation messages are consistent across all platforms.
2. Recommends public relations campaigns designed to increase the community's awareness of the Foundation’s programs and events and its positive impact within the OceanFirst Bank footprint.
3. Acts as an internal and external ambassador between the Bank, Foundation and the community.
4. Prepares, coordinates, and administers presentations, events and workshops.
5. Manages multiple tasks and projects simultaneously.

Typical Job Duties
1. Develops, writes and distributes publicity messages to raise awareness of the Foundation, its initiatives, and funding opportunities.
2. Monitors and incorporates best practices in social marketing including new, evolving and traditional media.
3. Maintains fresh and engaging content on the Foundation webpage and executes social media posting including photography, video and related editing.
4. Measures the effectiveness of Foundation communications in order to learn, evolve and grow the organization. Directs appropriate research and analysis of communications impact and reports to Executive Director and Director of Marketing.
5. Participates in AngelPoints training and educates new users within the Bank.
6. In collaboration with the Bank’s Marketing Department, maintains data and information within AngelPoints including but not limited to tracking and reporting on employee Board placement and engagement and recruiting volunteers for company sponsored engagement opportunities offered in collaboration with Foundation grantees.
7. Develops accurate and strategic audience targeting to ensure Foundation communications reach the right audiences using the most effective print and electronic mediums.
8. Creates and maintains print and online collateral material including Gifts Online applications, correspondence, and AngelPoints templates.
9. In collaboration with the Office Manager and the Bank’s Marketing Department, coordinates and executes details for Foundation meetings and events such as (but not limited to) the scholarship dinners, grantee events, leadership gatherings and workshops.
10. In collaboration with the Bank’s Marketing Department, schedules, registers and confirms Bank staff for all check presentations, community and Foundation events.
11. Designs and delivers journal advertisements and logos and ensures sponsorship needs and benefits are fulfilled.
12. Performs other duties as directed by the Executive Director.

**Job Requirements**
1. College degree or equivalent work experience in communications, public relations, marketing or related field. Prior experience working within the nonprofit sector or Foundation setting preferred.
2. This position also requires knowledge of financial services, excellent organizational skills, attention to detail and ability to work independently while handling multiple assignments.
3. Exceptional written and verbal communications and interpersonal skills and computer skills including: Word, Excel, PowerPoint, Photoshop, WordPress, social media, analytics and knowledge of brand management. Knowledge of Gifts Online preferred.
4. This position requires a valid driver’s license in good standing, and access to a vehicle to use on the job.
5. Travel throughout central and southern New Jersey is required (up to 25% of time).
6. Must be able to maneuver stairs in the event of an emergency.
7. Must be able to lift and carry up to 20 lbs.
8. Reliability, dependability and ability to maintain a high degree of flexibility.
9. Must be available to work evening and weekend events as needed.

**Internal and External Contacts**
Must feel comfortable working with management at all levels of OceanFirst Bank as well as the business lines and other support departments to accomplish assignments. This position has frequent and numerous external contacts, which include but are not limited to advertising agencies and media contacts for publicity purposes, etc. depending upon the programs/promotions assigned.

_Date Finalized: 10/30/17_