



Title: Marketing and Communications Coordinator

Reports to: Director of Marketing and Communications

Job Location: Hybrid, with expectations to work at the Cleveland office 3 days per week or other locations, as requested

Benefits: Health, Dental, Vision and Retirement, Paid Time off, Holidays

Date Posted: January 2025

To Apply: please contact Diane McNally from Diane McNally Consulting at diane@dmcnallyconsulting.com.

Overview of Kinnect:

Kinnect is an Ohio-based non-profit organization dedicated to developing KinFirst strategies and delivering programs that build and strengthen kinship connections and inclusive support networks for families, young people, and children. With a vision to ensure young people and families have a sense of belonging, the essential resources, and relationships to thrive, Kinnect has been partnering with families, public agencies, and private providers for almost 20 years. Through collaborative efforts, Kinnect aims to improve permanency outcomes, build networks of support, and create innovative strategies that align with a KinFirst culture mindset and approach. Building a KinFirst culture requires equitable investments, training, coaching, policy, practices, and partnerships that prioritize family and kin and support stability, culture, and community. Kinnect is proud to be a nationally recognized leader and pioneer in the field, which led to the development of KinnectU, a training, consulting, and replication branch of Kinnect, to provide these services to all child- and family-serving organizations. Kinnect delivers programs and services across the state of Ohio, and through KinnectU has been providing training and consulting services nationally. Our programs include the Ohio Kinship and Adoption Navigator (OhioKAN), Kinnect to Family (KTF), Youth Centered Permanency Roundtables (YCPRT), and Youth Navigator Network (YNN). Our Search, Explore, Engage, Kinnect (SEEK) training is offered throughout Ohio and other states, and we have a series of trainings as part of our Safe Affirmed Youth (S.A.Y) priorities that include Family Finding strategies for youth who identify as LGBTQ+. Kinnect is grateful to receive support from a variety of sources, including contracts with government entities, partnerships with nonprofits, generous grants, and invaluable donations from foundations and private donors.

Position Summary:

The Marketing and Communication Coordinator is a full-time position dedicated to supporting the organization's internal and external marketing and communications strategies. The

Coordinator will work under the direction of the Director of Marketing & Communications to manage various aspects of Kinnect's marketing and communications activities with an emphasis on developing and optimizing its digital presence.

The Specialist will contribute to the designing, launching, and monitoring Kinnect's promotion strategy on multiple digital platforms and will support internal and external communications as well. These responsibilities may include creating employee communications, presentations, and materials for internal programs as well as materials needed for external audiences. The Coordinator will also support special events by creating content and coordinating digital communications, as well as print materials.

Essential Functions:

- Oversight and manage Kinnect's digital marketing and communications platforms.
- Develop content that is informative and engaging for various audiences that can be used digitally and in print.
- Provide innovative ideas for optimizing Kinnect's online presence.
- Continuously improve Kinnect's website appearance, utility, and functionality, enhancing accessibility, SEO, navigation, and optimizing the user experience. Provide support to Kinnect team with website postings.
- Build and schedule marketing and donor emails, as well as internal digital communications, ensuring design and layouts are optimized and mobile-friendly.
- Create and run A/B tests for emails and digital ads; analyze performance and adjust content and strategies accordingly.
- Maintain tracking to assess the effectiveness of Kinnect's digital strategy.
- Assist with enhancing internal and external communication channels, formats, and content.
- Support the Director of Marketing in defining, tracking, analyzing, and reporting on KPIs as needed.
- Stay continuously curious about emerging trends in digital spaces, including new platforms, influencers, media focuses, and cultural movements.
- Ability to manage multiple tasks, projects and able to work in a fast paced environment with deadlines.
- Other duties may be assigned.

Minimum Requirements:

Education/Qualification:

- Prefer Bachelor Degree in communication, marketing, journalism, public relations, or related discipline.

Preferred Qualifications:

- 3 years experience in digital communications, social media, Google Analytics, website management, and other web development tools.
- Demonstrated experience working in the marketing, communication and digital marketing and communications area.

- Experience creating content, both written and visual, that engages diverse audiences.
- Proficiency in the Microsoft Office suite and in the strategic use of Facebook, Twitter, Instagram, TikTok, and other social media platforms, as well as social media management systems.
- Knowledge of Google programs.
- Advanced knowledge of SEO and Meta Suite digital ad placements.
- Knowledge and ability to launch multiple digital strategies to engage stakeholders.
- Experience in marketing and communications for special events.
- Creative capabilities that translate into effective communications and marketing content, with a creative eye for graphic design and developing content across a variety of channels and platforms (extensive design experience is not required).
- Self-directed with the ability to work collaboratively and independently in any setting.
- Excellent communication skills (oral, written, presentation, and image) with the ability to move people to action.
- Proficiency in video editing using video-specific software or in-app tools, such as Instagram or TikTok, to ensure a polished and cohesive final product.
- Ability to create and execute digital campaigns across audiences and channels with an ability to match content and tone accordingly.
- Proficiency in Canva and/or graphic design skills.
- Comfort in providing and receiving feedback.
- Detail-oriented with advanced knowledge of digital platforms.
- Knowledge of digital marketing and communications measurement processes.
- Experience and or interest in working in non-profit spaces.

Role Competencies:

Communicate Effectively: Develop and deliver communications using various methods that conveys a clear understanding of the unique needs of the different audiences we communicate with.

Critical Thinking for Managing Complexity: Making sense of complex, high quantity and sometimes contradictory information to effectively solve problems.

Kinnect's Guiding Principles:

Partnership: Bringing our collective experience and skillsets to relationships that support our connectedness and achievement of our mission.

Inclusion, Diversity, Equity and Access (IDEA): As a learning organization, we pledge to ongoing and sustained work in diversity, equity, inclusion and accessibility through collaboration with families, communities, Kinnect team members and our partners.

Innovation: Continuous and dynamic process where creative ideas are valued, discussed, and implemented to significantly disrupt routing and prevailing structures.

Integrity: Having the courage to live the Kinnect values of dignity, respect and honesty.

Outcome Focused: We strive to measure our work, to pivot, iterate, and improve to accomplish desired results.

Inclusion Diversity, Equity, and Access:

Kinnect is committed to fostering, cultivating, and preserving a culture of inclusion diversity, equity, and access. These commitments are not just part of our value system but are at the core of our intentional actions to eliminate systemic barriers that have produced inequities based on differences.

We commit to a sustained investment of time, resources, and people to advance equitable realities for our employees, and for the children, families, and communities that we serve. We do this by intentional advocacy for social justice and the continuous scrutiny of the systems that we create and those in which we operate.

Our employees are the most valuable asset we have. The collective sum of the individual differences, life experiences, knowledge, innovation, self-expression, unique capabilities, and talent that our employees invest in their work represents a significant part of not only our culture, but our reputation and success, as well.

We embrace our employees' differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and intellectual or emotional ability, political affiliation, race, religion, sexual orientation or identity, socio-economic status, parental or family status, medical or genetic status, veteran or disabled veteran status, and other characteristics that make our employees unique.

Kinnect's inclusion, diversity, equity, and access initiatives involve, but are not limited to, our practices and policies on recruitment and selection; compensation and benefits; professional development and training; promotions; transfers; staffing decisions; terminations; and the ongoing development of an inclusive work environment.

Equal Opportunity Employment:

Kinnect maintains a policy of nondiscrimination toward all employees and applicants for employment. All aspects of employment with us will be governed on the basis of competence and qualifications and will not be influenced in any manner by race, color, religion, gender, or gender identity or expression, age, sexual orientation, sexual expression or identity, national origin, physical, intellectual or emotional ability, marital or partnership status, parental or family status, medical or genetic status, veteran's or disabled veteran status, in accordance with applicable federal, state and local laws governing nondiscrimination in employment. Employment Posters stating current regulatory and legal requirements are posted in Kinnect's main office and on the intranet.

Working Conditions:

- Travel required, as needed. Must have access to own transportation.
- This job requires occasional overnight travel
- Kinnect as an organization has a Hybrid Work Model that combines remote and on-site work at Kinnect, as well as routine on-site or in-person work with team members, partner sites, community events, and direct service in the field.
- This role will utilize standard office equipment that will be provided by Kinnect

Hiring Process:

- Background Check Information: The final candidate selected for the position will be required to undergo a criminal background check. Criminal convictions do not necessarily preclude an applicant from consideration for a position. An individual assessment of an applicant's prior criminal conviction(s) will be made before excluding an applicant from consideration.

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

Kinnect maintains a policy of nondiscrimination toward all employees and applicants for employment. All employment decisions at Kinnect are based on organizational needs, job requirements and individual qualifications, and will be governed on the basis of competence and qualifications and will not be influenced in any manner by race, color, religion, gender, or gender identity or expression, age, sexual orientation, sexual expression or identity, national origin, physical, intellectual or emotional ability, marital or partnership status, parental or family status, medical or genetic status, veteran's or disabled veteran status, in accordance with applicable federal, state and local laws governing nondiscrimination in employment. Employment Posters stating current regulatory and legal requirements are posted in Kinnect's main office and on the intranet.

American's with Disabilities Act: This position involves sitting in a stationary position for at least 50% of the time and the ability to ambulate without assistance to attend on-site meetings, as needed. The job requires movement in a typical office environment with file cabinets, office machinery, office furniture and typical hallway and access doorways. The position must operate typical office equipment, such as copiers, telephones, computers and peripherals. This job requires that the person must have the ability to access transportation to attend meetings and special events. The organization provides reasonable accommodations for this position.