



Job Opportunity

Child & Adolescent Behavioral Health

Position: Marketing and Development Coordinator

Overview

Now more than ever, mental and behavioral health care for kids is needed in our community. Child & Adolescent Behavioral Health is looking to meet the growing demands by hiring a full-time Marketing and Development Coordinator.

As a member of our team, you will help children, youth and families successfully meet life's challenges by offering the support they need. We are a collaborative network of child therapists, psychiatrists, PMHNPs, case managers, school staff, community partners and other mental health professionals working toward a common goal. Together, we provide a positive environment for kids and their families to find health, hope and happiness.

We are looking for enthusiastic individuals to join one of the most innovative therapeutic mental health programs in Stark County. C&A is recognized by Zippia and The Cleveland Plain Dealer/cleveland.com as a Top Workplace in Stark County. We offer a compassionate, supportive, accountable work environment to help you grow your career, along with a comprehensive benefits package that includes generous and affordable medical, dental, life insurance, retirement and paid time off.

Job Descriptions/Duties

- Create strategies for identifying and cultivating positive PR opportunities.
- Draft press releases, maintain media database, and communicate confidently with press and agency supporters.
- Schedule and coordinate media opportunities- radio, TV, newspaper for C&A, and Fund Development projects.
- Works with Chief Executive Officer to design, publish, and distribute basic marketing pieces utilizing Adobe Creative Cloud (Annual Report, brochures, program pieces, newsletter, etc.).
- Conduct annual external surveys from funders, track and analyze results to assist with future funding strategies and successes.
- Ensure branded business materials are available to staff (letterhead templates, promotional products, etc.).
- Manage strategic video and photography needs for online promotional videos, fundraisers, and internal meetings.

- Maintain and schedule posts for social media sites, create and edit website content, and maintain the agency's blog.
- Create and disseminate email marketing pieces.
- Evaluate new technology tools for digital marketing.
- Assist with maintaining donor database records for all fundraisers of the agency to include basic donor information, donations, donor acknowledgements, and collect and distribute donation money to the Finance department if necessary.
- Utilize the database to pull reports, mailing lists, and donor records to assist in fundraising efforts such as individual asks, annual fall mailing, and grant writing.
- Ensure all grant proposals, reports, and other documents are well written, strategic, and submitted on schedule. Maintain and track due dates for reports and coordinate with staff.
- Assist with securing and managing in-kind donations including tracking, gift acceptance, and gift acknowledgments for events and agency programs.
- Research potential donors and assist with diversifying funding sources.
- Meet in-house with Program Coordinators to identify areas of need to be funded and develop case for support and develop agency "Wish Lists".
- Cultivate relationships with business contracts, friends, and agency supporters.
- Coordinate and create marketing collateral for the participation of other staff at career fairs, community displays, and other locations where C&A can be promoted.
- Speak at community groups, including service clubs, employers for United Way campaign, etc. Coordinate presentations by other staff.
- Assist as needed with the set-up, scheduling, and clean-up of special events.
- Provides information needed for signage creation and submits proofs and oversees printing of signage.
- Coordinate records/track donations for United Way Contributions through employees during the campaign and maintains do not send listings and no solicitation list.
- Performs other duties as assigned and under supervision of Chief Executive Officer.
- Support the execution of event-related strategic plans and activities, as well as work with Mission Advancement Director to establish policies, procedures, and event standards.
- Work with Mission Advancement Director to establish event schedules, timelines, and priorities.
- Learn and update Event Management Software in a timely manner.
- Manage event estimates, contracts, and reservations for all internal and external events.
- Serve as a liaison between C&A and event vendors and order necessary supplies for MA department events and marketing campaigns.
- Conduct market research, gather information and negotiate contracts prior to selecting vendors.
- Propose ideas to improve provided services and event quality and conduct pre- and post- event evaluations and report outcomes.

- Identify and create new events to help raise C&A's profile within the community and create strategies to increase attendance at events.
- Prepare Chair and Mission Advancement Director for fundraising meetings as well as record and distribute all minutes from fundraising meetings.
- Performs other duties as assigned by the Mission Advancement Director and performed under the supervision of the Mission Advancement Director.
- Develop other means for recognizing the importance of donors.
- Develop a planned-giving program at a level appropriate for C&A.
- Network extensively in the non-profit, foundation, and business community.
- Counsel administrative staff on development issues and the impact of decisions on the organization's various publics.
- Participate in seminars and other activities directed at improving knowledge and skill in the area of fundraising.
- Implement strategic goal of increasing the endowment fund.
- Demonstrate sensitivity and consideration for the cultural differences among the children and families served by C&A.
- Perform such other duties as assigned by the Board of Directors and the CEO.

Qualifications

- Bachelor's degree in marketing and communication field is preferred. A background in psychology or social work a plus.
- Ability to be personable, presentable, and articulate agency's key messages.
- Strong copywriting skills and ability to communicate complex ideas.
- Organized, meets deadlines, handles multiple priorities, provides attention to detail and works well in a team environment.
- Must treat clients, donors, and co-workers with courtesy and respect.
- Experience in successful grant writing, from idea generation to award of grant.
- The ability to manage multiple projects simultaneously.
- Must be able to lift a minimum of 50 pounds.
- Position is a full-time position. The individual must be willing to work flexible hours-in the evenings and on weekends- if the need arises. This will be known and scheduled in advance.
- Valid driver's license and reliable transportation.

Why Child & Adolescent Behavioral Health

At Child & Adolescent Behavioral Health, we are here for you, so you can be there for them. We provide a supportive environment for our clinical therapists to grow and lead in their careers, and in turn, you bring unmatched compassionate care and expertise. We have been recognized as one of the Top 10 Best Companies to work for in Stark County, because we strive to take care of our team at work and at home.

Recognition and Awards

Child & Adolescent Behavioral Health has been recognized and ranked on three Zippia lists:

- Best Non-Profit Companies to Work for in Ohio
- Best Companies to Work for in Canton, Ohio
- 2022 and 2023 Top Workplace for Non-Profits in Northeastern Ohio by Cleveland Plain Dealer/cleveland.com
- Canton Regional Chamber of Commerce Community Salute Award - 2018 Award of Appreciation

Location

We have four locations in Stark County including downtown Canton, Belden Village, Alliance and Plain Township.

Salary Range/Compensation: \$21.15-\$22.12

Hours: Full-time position. 40 hours/week.

Location: This position is at the Canton/ShIPLEY office.

Send resume/apply to: recruiting@childandadolescent.org

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