



## **Marketing Coordinator**

Salary Range: \$45,000 - \$55,000

### **About the Flutie Foundation**

The Doug Flutie, Jr. Foundation for Autism was established in 1998 by former NFL quarterback Doug Flutie and his wife, Laurie, in honor of their son, Doug, Jr., who was diagnosed with autism at the age of three. Over the last 24 years, the Flutie Foundation has impacted thousands of people and families affected by autism through several programs and initiatives designed to help people with autism live life to the fullest. The Foundation also forges creative and impactful partnerships with autism self-advocates, families, organizations, and donors who share the goal of meeting the needs of people with autism today.

### **Position Overview**

The Flutie Foundation is seeking a mission-driven professional skilled in project management to join our highly motivated, action-oriented team. This person will possess an openness and eagerness to learn while simultaneously taking action, all to benefit people and families affected by autism. This person will be passionate about marketing and communication and will manage projects that increase impressions and engagement on both digital and traditional marketing channels. This position integrates mission/program development as well as fundraising to elevate constituent engagement across the entire organization. **This is a hybrid position with the expectation of frequent attendance at meetings and events within Greater Boston and throughout New England.**

*Flutie Foundation is committed to creating a diverse environment and is proud to be an equal opportunity employer. Applicants of all races, colors, religions, genders, gender identities or expressions, sexual orientation, national origins, disabilities, ages, or veteran status are encouraged to apply. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

### **Job Description**

#### **Relationship Management**

- Build and manage portfolio of relationships with diverse groups of constituents including donors, self-advocates, families, partners, vendors, volunteers, who help build the mission.
- Collaborate and foster relationships with autism self-advocates to execute the Flutie Fellows Program, Spectrum of Sound music vertical, and more.
- Assist with larger, 3<sup>rd</sup> party and corporate partners such as Get Air Sports, Jersey Mike's, etc.

#### **Social Media**

- Execute social media communications calendar on multiple channels by developing digital content.
- Build and implement social media paid ad strategy.
- Serve in production capacity for Facebook Live Shows and live-streamed /in-person events including pre-show preparation, run of show, talent acquisition, and post event follow up.

- Generate revenue growth through the promotion and management of Facebook, Instagram and social media driven fundraisers (ex. YouTube Live) that activate users and create a culture of philanthropy with our online followers.
- Monitor online activity, seek new trends and collaborate with influencers for reach and engagement.
- Develop and maintain meaningful metrics for online community engagement, with a focus on Facebook, Instagram, TikTok and LinkedIn.

### **Marketing and Communication**

- Provide marketing and communications support in key foundation initiatives including EOY, Corporate Partnerships, 3<sup>rd</sup> party partner support, and Dougie Awards.
- Assist in developing print and electronic materials, including emails, development communications, annual appeal letters, digital website content, and annual donor report.
- Track key metrics, outcomes, and stories from mission initiatives and grant cycles to best tell the Foundation's story externally.
- Collaborate the execution of grant award announcements with grant partners (press release, toolkit, social launch).

### **Events**

- Assist in the creation of marketing collateral (sponsor material, mail appeals, invitations, banners) for all events/initiatives – Gala, Flutie 5K for Autism, Dougie's Team for Autism, Holiday Spectacular.
- Assist in production and program development of events including technical aspects of program, acquiring talent and management, creation of live show materials, assist in managing run of show.
- Attend and activate at 3<sup>rd</sup> Party events, representing the Flutie Foundation brand and mission consistently in line with the organization's culture and values.

*Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.*

### **Skills and Qualifications**

- Passion for improving lives for people with autism, their families, and their communities
- Excellence in relationship-building and communication with diverse people of all races, (dis)abilities, genders, sexual orientations, etc.
- Comfort in an entrepreneurial, fast-paced, and ever-changing environment
- Reliable transportation to attend events and activations across Greater Boston and New England
- Familiarity with content and marketing tools such as Adobe (Photoshop, In Design, Premiere Pro), Canva, Microsoft Office, Google Analytics
- Strong understanding of how social media contributes to an organization's overall goals, including growth, revenue-generation and storytelling

Job Type: Full-time