

MARKETING AND PUBLIC RELATIONS COORDINATOR

The Chrysalis Group

\$15-\$20/hour based on experience

On-going part-time; hours fluctuate based on programs

June and November very heavy; summer, light

Level of education: marketing school graduate students or graduates

Submit writing, publishing/social media campaigns samples

Report to Marketing Committee Chair

Description of organization: The Chrysalis Group is a non-profit organization committed to providing inspiration and support to people pursuing a path of personal transformation in order to live lives of meaning, creativity, consciousness and compassion.

Skills:

- *Excellent and creative verbal and written communications skills
- *Superior command of social media
- *Highly motivated and adaptable to fluctuations in demand
- *Proven ability to simultaneously manage multiple communications projects
- *Outstanding interpersonal communications and influencing skills
- *Bachelor's degree in communications, marketing, public relations or related discipline
- *At least one year of experience

Key Responsibilities:

- *Organize media event campaigns
- *Evaluate and measure effectiveness of communications of event

campaigns. Use results to strengthen the planning and execution of programs

- *Create and implement communication strategies to ensure delivery of key Chrysalis messages and information
- *Work with Chrysalis board members to employ effective communications strategies within the Chrysalis community and with partners.
- *Serve as writer/editor and support development of Chrysalis' communications materials
- *Ensure consistent messaging of all Chrysalis communications vehicles, leveraging the full array of communications solutions (face to face, electronic, print, video)