Organizational Background:
Helping Captives forges pathways from captivity to freedom for survivors of sex trafficking. We work with our partners to help prevent trafficking before it starts through education and training, to intervene when trafficking occurs, and to help individuals heal from the impact of trafficking through our recovery services. Helping Captives empowers people to fight trafficking and help survivors in our community, region, and nationwide, by collaborating with like-minded organizations to connect survivors with ongoing services after stabilization.

SUMMARY OF POSITION

Job Title: Marketing Coordinator
Organization: Helping Captives
Location: Spokane, WA
Job Type: Full-time (36 hours per week)
Compensation: $28-$32
Status: Non-exempt
Reports to: Associate Director

The Full-Time, 36 hours a week, Marketing Coordinator is responsible for executing a comprehensive marketing plan and brand strategy that advances the organization's mission, expands public awareness, strengthens donor engagement, and supports organizational growth. The Marketing Coordinator works collaboratively across departments to ensure that all communications and engagement efforts reflect organizational values and effectively reach target audiences. This position manages day-to-day marketing activities, content development and digital communications. The ideal candidate is a strategic thinker, creative, highly organized, data-informed, a good communicator, and passionate about our mission and using storytelling and strategic communications to create meaningful social impact.

Key Responsibilities

Strategic Marketing Leadership

- Implement a comprehensive annual marketing and communications strategy aligned with organizational goals and strategic priorities.
- Monitor industry trends and emerging best practices and recommend strategic initiatives accordingly.

Brand Management and Positioning

- Serve as the steward of the organization's brand identity, reputation, and public image.
- Ensure consistency of messaging, voice, visual identity, and brand standards across all communication channels.
- Collaborate with leadership to develop and refine organizational messaging frameworks and value propositions.
- Protect and strengthen the organization's reputation through proactive online communication.

- Oversee brand awareness initiatives that increase recognition and trust within target communities.
- Maintain consistency of brand identity, messaging, and visual standards between departments.
- Ensure all marketing materials accurately reflect organizational values and mission.
- Assist in the development and maintenance of marketing templates and brand guidelines.
- Review communications and promotional materials for quality and consistency.

Marketing Campaign Management

- Clear and direct communication with leadership regarding marketing plans and messaging.
- Communicate marketing timelines and project workflows to leadership for management.
- Assist in ensuring all marketing initiatives align with organizational branding and messaging standards.

Content Development and Storytelling

- Develop compelling narratives that communicate organizational impact and mission effectiveness.
- Create, edit, and distribute content across digital and print platforms.
- Ensure communications are trauma-informed, survivor-centered, and ethically responsible.

Digital Marketing and Social Media

- Help develop organizational social media accounts and content calendars.
- Assist in monitoring social media performance and audience interactions.
- Support email marketing campaigns with unified messaging.

Fundraising and Development Support

- Partner with development staff to create compelling cases for support and campaign messaging.

Administrative and Project Coordination

- Coordinate with staff to maintain marketing calendars and project management systems.
- Ensure projects are completed accurately and on schedule.

Team Development and Culture

- Foster a culture of creativity, innovation, collaboration, and accountability.
- Promote cross-functional collaboration throughout the organization.

Minimum Qualifications:

- Bachelor's degree in marketing, communications, public relations, journalism, business, or related field; equivalent experience may be considered.

- Three to five years of professional marketing, communications, public relations, or related experience.
- Recent experience managing social media platforms and digital marketing initiatives.
- Strong writing, editing, and content development skills.
- Experience coordinating multiple projects simultaneously.

Preferred Qualifications:

- Experience working in nonprofit, human services, advocacy, or mission-driven organizations.
- Knowledge of trauma-informed communication practices.
- Graphic design, video production, or content creation experience.

Knowledge, Skills, and Abilities

- Excellent written, verbal, and interpersonal communication skills.
- Strong storytelling and content development abilities.
- Ability to manage multiple priorities and deadlines.
- Strong organizational and project management skills.
- Proficiency with Microsoft Office, Google Drive, and common marketing platforms such as Adobe Illustrator and Canva.
- Ability to establish rapport and communicate effectively with diverse audiences.
- Ability to work independently while collaborating effectively across teams.
- Demonstrated creativity, initiative, and attention to detail.

Success Measures

The Marketing Coordinator will be evaluated based on:

- Growth in brand awareness, community engagement and audience reach.
- Growth in audience engagement across all communication channels.
- Timely achievement and execution of marketing campaigns and projects.
- Quality and consistency of organizational communications.
- Successful support of fundraising and awareness initiatives.
- Contribution to organizational growth and mission impact.
- Alignment with the culture and core values of Helping Captives.

Faith-based Nonprofit:

Helping Captives is a 501(c)(3) charitable, nonprofit Christian organization and Christ-centered ministry dedicated to preventing human trafficking and supporting survivors through the love, hope, and transforming power of the Gospel of Jesus Christ.

As a religious organization, Helping Captives may, as permitted by applicable law, consider an applicant's religious beliefs and commitment to its Christian mission when making employment decisions. Each

position within Helping Captives is considered an essential part of fulfilling the organization's religious mission and purpose.

Helping Captives is a faith-based, Christ-centered ministry. Because this position represents Helping Captives to donors, survivors, staff, volunteers, and the broader community, this person is expected to have a personal relationship with Jesus Christ and be in agreement with Helping Captives' Statement of Faith. This person must demonstrate genuine passion for and alignment with Helping Captives' mission to fight sex trafficking and restore survivors through the love and power of the Gospel.

This person must be willing to pray with donors, staff, survivors, and others as appropriate to the role and ministry setting. This person is also expected to uphold Helping Captives' mission, values, Statement of Faith, Code of Conduct, Employee Handbook, and organizational policies and to conduct themselves in a manner consistent with the Christian character and purpose of the ministry.

Helping Captives is committed to providing equal employment opportunities to qualified individuals and does not unlawfully discriminate on the basis of race, color, national origin, sex, age, disability, or any other characteristic protected by applicable law. Nothing in this statement is intended to limit any rights or exemptions available to Helping Captives as a qualifying religious organization under applicable federal or state law.

Summary of Benefits

- Hourly wage for this position is between $28 - $32 per hour worked
- One week (5 days) of Personal Time Off (PTO) per year
- Employee discount at Helping Captives Thrift Store