



## Easy Does It Emergency Services

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### **Job Announcement**

#### **Marketing and Communications Coordinator - Part-time 20 hours/week**

#### **Who we are**

Easy Does It Emergency Services (EDI) is a Berkeley non-profit founded in 1994 by and for people with disabilities and senior advocates who saw the need for an emergency support services backup system to maintain their health, safety, and independence.

Operating around the clock 365 days per year, EDI provides rapid response logistical and technical support to seniors and people with disabilities when they experience an unforeseen crisis or temporary lapse in their regular care. Our core services include:

- 24-hour back-up caregiving;
- Emergency and on demand wheelchair accessible “door-through-door” transportation;
- Emergency repair of assistive equipment, including but not limited to, wheelchairs and walkers;
- Case management to support and enhance health, safety, and independent living.

Our staff respond to a wide range of urgent care needs and ensure that people with disabilities and seniors can live their lives with dignity and freedom. This safety net provides a level of confidence and security that dramatically improves people’s lives.

#### **The role**

The Marketing and Communications Coordinator will be responsible for managing EDI’s connections with the public. The role will focus on developing powerful messaging and implementing a robust information campaign that will build and grow EDI’s brand, audience of clients, community collaborations, and potential donor base.

Responsibilities include developing a cohesive message and an updated agency brand, designing and distributing a range of promotional materials, utilizing a variety of tools and methods to educate and engage the community. The Marketing and Communications Coordinator will act as EDI’s message-ambassador and assist the agency to effectively reach supporters of our work, engage the community, and attract new clients.

#### **Duties and Responsibilities**

- Coordinate development and implementation of print, on-line and other promotional activities including liaising with people served, internal partners, and external vendors;
- Produce marketing content including but not limited to website, social media, brochures, and other promotional materials;
- Coordinate the development, design and distribution of brochures and other agency promotional materials/tools;
- Oversee on-line presence; distribute content including blog posts, newsletters, emails; grow and engage EDI's on-line following through social media campaigns;
- Coordinate website updates
- Outreach to a wide variety of external stakeholders, promote EDI's services and educate potential users of the services;
- Build and nurture new and current relationships with community members and collaborative partners;
- Represent EDI at local community events (health fairs, career fairs, information sessions, etc.);
- Develop and maintain client, community, and donor mailing lists and databases respecting privacy and confidentiality;
- Attend and/or plan and execute community events that generate brand awareness and/or revenue for the organization;
- Maintain a calendar of outreach activities, including community events, workshops, appearances and other communication opportunities;
- Support the Executive Director in the creation and distribution of newsletters, satisfaction surveys, annual reports and other materials throughout the year; and
- Support the Executive Director to identify and develop corporate, community-based, and individual donor prospects for the organization's fundraising priorities.

## Requirements

- 2+ years of demonstrated experience in one or more of the following areas: marketing, outreach, communications, public relations or a closely related field;
- Demonstrate a high level of verbal, writing, and listening skills;
- Intermediate level computer skills; familiarity with Photoshop, Illustrator; Facebook, Twitter, Instagram, LinkedIn and other social media best practices; scheduling and posting processes; experience with G Suite including Google Docs, Sheets, Drive and Calendar; experience with Web design, Wordpress and Drupal
- Professional, responsible and flexible; ability to balance attention to detail and big-picture needs, and to approach problems creatively and proactively;
- Exceptional interpersonal skills; self-starter, self-motivated with the ability to work independently and as part of a team;
- Work collaboratively, respecting and valuing the perspectives and contributions of others;
- Develop effective working partnerships with religious, educational, and community groups and institutions to leverage resources;
- Function effectively in an environment with diverse cultures, multiple perspectives, and lines of authority;

- Maintain exceptional customer service and professional boundaries while building trusting relationships with colleagues, clients, community members and partners;
- Ability to juggle multiple projects at once, while meeting deadlines and demonstrating high attention to detail.

### **Highly Desired**

- Demonstrate an understanding of disability, personal care concerns, substance abuse, trauma, and/or sensitive personal issues;
- Understanding of accessible web and print design;
- Knowledge and understanding of the Independent Living Movement;
- Experience in a non-profit setting;
- Language proficiency in non-English language(s).

### **COVID-19 considerations:**

To keep our employees safe we keep up with current best practices; we work remotely whenever possible, practice social distancing in the office setting, wear face coverings when working within 6 feet of another team member, and sanitize common areas regularly.

### **Compensation:**

\$21 per hour; part-time 20 hours per week (with the possibility of more hours depending on funding) some scheduling flexibility. Some evening and/or weekend work will be required.

### **To Apply:**

To be considered for the position, please send a cover letter and resume to [careers@easydoesitservices.org](mailto:careers@easydoesitservices.org) with Marketing and Communications Coordinator in the subject line. Applications will be reviewed upon receipt and on a rolling basis until position is filled.