



**6244 El Cajon Blvd #5, San Diego, CA 92115**

## **Marketing Outreach & Communications Coordinator**

### **Job Purpose**

Lead the organization's overall communications, fundraising and community engagement strategies, working collaboratively with the CEO and board members to develop and implement strategies to broaden the impact of Sharia's Closet's programs.

### **Duties and Responsibilities**

- Collaborate with CEO, board members and staff to develop communications strategies that will broaden reach and deepen impact within the community
- Connect with outside organizations/agencies, community leaders, and schools to bring awareness of our services and expand our reach
- Identify fundraising opportunities, coordinate related activities and expand donations
- Promote awareness of the organization and build support through media relations and networking events
- Oversee branding strategy, ensure consistent and meaningful content in print & social media
- Serve as co-editor for the organization's website and all social media platforms (develop/edit content, post events, monitor site traffic)
- Oversee response to inquiries about Sharia's Closet from media and the community
- Outreach to local schools, universities, businesses and other groups for volunteers opportunities
- Perform other duties as assigned

### **Desired Qualifications**

- Bachelor's Degree or current student with focus in communication, marketing, social work, public health, public administration, or a related field
- Marketing, fundraising and management experience

### **Volunteer Requirements**

- Willingness to help your community
- Good work ethic with consistent attendance and punctuality
- Provide outstanding customer service
- Attention to detail, ability to multi-task and follow-up
- Strong organization skills
- Connect with our clients, make them feel welcome, comfortable, empowered and beautiful
- Adhere to Sharia's Closet client Confidentiality Agreement

## **Work Environment**

- Ability to sort fold, hang and organize clothing
- Ability to stand in one place, twist, and bend repeatedly for long periods
- Ability to lift up to 20 lbs