



Christian Talking Book Publications

Marketing Coordinator - Job Description

Reporting to the Executive Director, the Marketing Coordinator will help TBL execute marketing and communications responsibilities on a part-time basis. This position requires skills to write communications materials, coordinate marketing appeals, work with basic e-mail and website management systems, and assist with customer relations and office operations. She or he will demonstrate a commitment to the principles in TBL's statements of faith, mission, vision, and values.

Responsibilities include:

Communications

- Attend Marketing Committee meetings
- Develop timely and relevant content to write monthly e-newsletters and create on Wix website platform
- Have access to contacts database (Access) to be able to retrieve client contact information for potential interviews etc.
- Draft and update acknowledgements for use with donations, online gifts and tax receipts
- Develop and update brochures and other organizational materials for the public

Direct Mailings

- Coordinate process from start to end of appeal letter mailings (4 per year), from writing content to liaising with graphic designer and Marketing Kitchen for printing and pick up of materials
- Produce audio card (min. 1 per year that corresponds to one of the 4 annual appeal) and learn and help execute special mailing process called 'Literature for the Blind' - a service provided by Canada Post that we have set up an account for

Other Media

- Maintain social media platforms and update content regularly in line with the marketing strategy
- Liaise with videographer (PMP) for making updates and adding possible Chinese subtitles
- Set up photo shoots, obtain permission on photo release forms
- Create and update presentation materials as needed by speaking representatives
- Attend special events or church presentations when possible and relevant to the marketing initiatives for TBL