



Marketing Coordinator or Program Manager

*Title based on experience

Roles and Responsibilities

- Report directly to the Executive Director
- Utilize online marketing software to create digital marketing materials and videos in support of Development and Programs Departments, events, campaigns, newsletter, etc.
- Manage Luke's Wings social media accounts and Social Giving platforms (Facebook, Instagram, Twitter, Sprout Social, Mail Chimp, LinkedIn, Blue Wave, ToyBox Studios, Give Smart, ect.) in an engaging and informative manner to expand followers, engagement, donations, and overall awareness
- Develop and complete mid-year and annual (year-end) Performance Progress Report (PPR) and Professional Development Plan (PDP) Reviews to the satisfaction of the Chief of Staff.
- Manage email marketing campaigns to support the organization's overall mission via Mail Chimp while maintaining appropriate contacts throughout Mail Chimp database
- Utilize data to analyze trends and patterns in social media and email marketing to enhance the organization's overall digital marketing strategy via Sprout Social
- Assist with year-end appeal by creating marketing materials and dissemination of information
- Work with Chief of Staff and Senior Advancement Officer in updating Luke's Wings annual report based on organizational accomplishments and financial reports
- Assist Chief of Staff as needed with annual events
- Create and manage process for current and incoming volunteers with engaging opportunities throughout the year
- Source, train and manage Communications and Marketing interns on a semester basis.
- Manage online donation system, Classy, by creating, maintaining, and managing all campaigns
- Manage office administrative duties as needed to include, but not limited to, ordering office supplies, and managing third party vendors
- Attend external events including tabling events and other events as approved by the Chief of Staff
- Manage and update the entirety of Luke's Wings website utilizing Direction and WP
- Represent Luke's Wings in speaking and media opportunities on a case-by-case basis
- Provide all marketing support to the Development team for event planning. Boosting ticket sales, marketing for the event, updates on social media, to our large donors. Planning and execution of major fundraising events and giving campaigns throughout the year

- Work hours are 9am to 5pm. All full-time employees are expected to be in the office Monday through Friday except holidays, sick days, snow days, and vacation days and except when working with beneficiaries on pre-approved activities outside the office.

Benefits:

- Full medical, dental, and vision coverage, as needed;
- Laptop;
- 403b non-profit retirement account.

About Luke's Wings:

Luke's Wings is a 501©3 military nonprofit founded in 2008 after learning that the government does not always provide flights for family or loved ones to be bedside after a service member is injured. This is where Luke's Wings steps in to fill the gap for the months and years ahead.

Families are completely on their own to travel back and forth between their everyday lives and their new reality. Luke's Wings provides complimentary airfare to wounded, ill, and injured service members, veterans and their loved ones keeping military families connected during recovery and rehabilitation. These flights bring mental, physical, emotional, and financial support, empowering wounded service members to overcome challenges they face every step of the way.

Ideal Candidate:

- Graphic design skills
- Military knowledge a plus
- Fast learner
- Personable, warm, and outgoing
- Organized
- Go-getter attitude
- Leader
- Dependability
- Strong Work Ethic