



Position Title: Marketing and Communications Coordinator

Reports to: CEO

Personnel Status: Full Time Exempt

Responsibilities:

1. Serves as primary liaison to LifeSpan's Marketing and Communications Committee, and works with committee to identify and execute strategies and initiatives to improve and enhance the public and industry profile of LifeSpan, The Beacon Institute, LifeSpan Products and Services, LifeSpan's members and Maryland's broader senior care profession. Hosts committee meetings no less frequently than quarterly.
2. Serves as additional liaison to LifeSpan's Board of Directors, and participates in and provides marketing and communications reports at board meetings on a quarterly basis.
3. Develops and cultivates relationships with the media, and provides regular positive messages and stories to print, electronic, radio and television outlets.
4. Manages all aspects of LifeSpan's website, updating the website as appropriate and necessary, and inspecting the website on a daily basis.
5. Produces and distributes LifeSpan's weekly enews, gathering and organizing appropriate information throughout the week and as needed for special membership alerts.
6. Manages LifeSpan's social media posts, including Facebook, Instagram, LinkedIn, and Twitter, and utilizes posts to keep LifeSpan's brands in the consciousness of members and other constituencies by posting on all platforms a minimum of once per week.
7. Communicates news, information, special announcements and other key materials to LifeSpan's membership in a timely manner.
8. Works with Manager, Membership and Business Development to produce and distribute member surveys on satisfaction and special topics, as needed.
9. Coordinates and works with LifeSpan CEO, Beacon VP, Manager of Membership and Business Development, and others to promote special events, including the Beacon Institute Golf Tournament, the Taste of Senior Living, the LifeSpan Annual Conference, the LifeSpan Holiday Party, and other future events.

10. Ensures that all events are effectively promoted to relevant constituencies, and that they are marketed appropriately with prospective and registered participants.
11. Creates LifeSpan style guide, and manages all electronic and print branding for the association and its related entities.
12. Manages all LifeSpan, Beacon and LPS premium items and clothing for boards, staff and events.
13. Coordinates and works with LifeSpan lobbyist and CEO, and interacts with HFAM, LeadingAge, MAADS, MNCHA, HPCNM, MHA, and other related associations and partners on collective messaging.
14. Develops marketing plans for LifeSpan, the Beacon Institute, and LPS.
15. Other duties as assigned.

Qualifications:

- Strong organizational skills and extremely detail oriented.
- Excellent interpersonal skills, and the ability to develop and work with media contacts at a high level.
- Ability to manage and work with multiple constituencies, including boards, committees, and senior care providers.
- Ability to work effectively with staff teams to promote events.
- Strong technology skills and ability to quickly learn and interact on appropriate platforms, to effectively market and message various constituencies.
- Experience in website design and coding.
- Experience in social media management.
- Strong customer service skills combined with ability to maintain relationships with members, prospective members, sponsors, partners, and others.
- Strong entrepreneurial, creative skills.
- Understanding of senior services profession.
- Minimum of undergraduate degree from accredited college or university.

This position provides a very competitive benefits package, and salary is commensurate with experience. LifeSpan Network is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. For full consideration, please submit an expression of interest and resume to Donna Bonum, LifeSpan Network, 7090 Samuel Morse Drive, Columbia, Maryland 21046 and dbonum@lifespan-network.org.