

	 <div> <div>MEMPHIS</div> <div>GOODWILL</div> <div>INCORPORATED</div> </div>	Revised: 05/2025
--	---	------------------

JOB DESCRIPTION

Job Title: Community Engagement Coordinator

Department: Marketing & Communications

Team Leader: VP of Marketing & Communications

Status: Exempt

Salary Range: \$45,000 - \$48,000

Schedule: Monday - Friday Position but must have availability to work some nights and weekend events.

To Apply: applicants can apply via our company website at <http://www.goodwillmemphis.org>

Mission Contribution:

Strengthens brand visibility, mission awareness, and community relationships by creating engaging programs and fostering meaningful partnerships.

Function:

The Community Engagement Coordinator is responsible for building and strengthening relationships with businesses and community stakeholders to increase awareness of and engagement with Memphis Goodwill's mission programs and sustainability efforts through regular communications, strategic partnership planning and events.

Key Responsibilities:

Community Engagement:

- Attract new community partnerships and increase engagement with existing relationships with local businesses, nonprofits, and community organizations.
- Represent the organization at community events, meetings, and partnership opportunities.
- Coordinate and support community initiatives, donation drives, and special events.
- Identify and recommend partnership opportunities that align with Memphis Goodwill's brand and mission goals.
- Design and manage monthly/annual community calendar and communicate on upcoming events and engagement progress.
- Connect and direct potential partners with points of contact within the organization.
- Increase awareness of the company's marketing and mission objectives.
- Support internal communications and occasional print material development.
- Share organization's marketing collateral with business and community partners through various communication channels and in-person.

Administrative and Reporting:

- Track and report engagement activities, content performance, and community outreach metrics.
- Collaborate with the marketing team to support broader marketing initiatives as needed.
- Maintain organized digital files, community outreach contacts, and creative assets.
- Maintain and update a Community Outreach toolkit with collateral and presentations for

- targeted stakeholder groups.
- Track and maintain inventory of promotional items for events.
- Identify potential external events to sponsor and/or attend.
- Attend and provide relevant news and updates at training meetings.
- Perform other related duties as assigned or directed.

Qualifications:

- Bachelor's degree preferred (marketing, communications, community development, public relations, or a related field).
- 2+ years' experience in community engagement, marketing, or community relations roles.
- Proficient in basic graphic design tools such as Canva, Microsoft Office, PowerPoint and other digital tools.
- Social media engagement experience.
- Strong writing, editing, proofreading and storytelling skills.
- Excellent interpersonal and relationship-building skills, and the ability to engage effectively with diverse communities.
- Familiarity with local community resources.
- Ability to work independently, manage multiple projects, and meet deadlines.
- Willingness to work occasional evenings and weekends for events.
- Flexibility to work both in-office and in the field.
- Bend, reach, and stand for periods of time at events and lift up to twenty-five pounds.
- Be knowledgeable and comply with all company policies and procedures.
- Valid driver's license, clean MVR, reliable transportation, and ability to travel locally.

Key Competencies:

- Relationship Building
- Strategic Thinking
- Adaptability
- Strong Communication
- Community Focused Mindset
- Initiative and Accountability
- Time management

Summary Statement:

The Community Engagement Coordinator plays a vital role in connecting the organization to the broader community while helping tell its story through engaging, mission-driven content.

I have read this job description in its entirety and reviewed it with my supervisor and understand what is expected of me.

Team Member Printed	Team Member Signature	Date
Supervisor Printed	Supervisor Signature	Dat

