



Position Title: Office & Marketing Specialist

Reports to: Executive Director

Status: Part-Time (up to 32 hours/week)

Mission Statement

The mission of the Armory Youth Project (AYP) is to provide a safe environment where young people can build community and be encouraged in their educational, emotional, physical, and Christian spiritual development.

Job Summary

The Office & Marketing Coordinator is responsible for supporting the day-to-day administrative operations of the Armory Youth Project, while leading all marketing and communication efforts. This role ensures smooth office functionality, effective communication, and enhanced public engagement through digital and print platforms. The position plays a key role in promoting AYP's mission, programs, events, and values to youth, families, volunteers, donors, and the broader community.

Key Responsibilities

Office & Administrative Operations (40%)

- Serve as the primary point of contact for office communications (phone, email, mail).
- Maintain a clean, organized, and welcoming front office environment.
- Manage internal databases for contact lists, facility rentals, youth registrations, and volunteer assignments.
- Oversee youth and adult program check-in.
- Prepare monthly reports and dashboard metrics for Board review.
- Support and interact with youth during open hours and special programs.

Marketing & Communications (60%)

- Support the executive director, staff and board committees in the development of communications such as newsletters, press releases, brochures, presentations, social media and website content that ensures brand standards are maintained consistently.
- Create and publish content for social media, email, and print platforms.
- Develop and manage a monthly content calendar using Canva and Breeze.
- Capture photo and video coverage of programs and events; livestream as needed. Share on social media and other communication vehicles.
- Draft press releases and coordinate outreach with local media outlets.

- Manage and update the AYP website content (Wix) to ensure timely and accurate information.
- Monitor social media platforms; respond to engagement, track metrics, and report results monthly.
- Adjust content and strategy based on analytics and feedback to enhance reach and effectiveness.

Required Qualifications

- High school diploma or equivalent with at least 2 years of experience in social media marketing.
- Associate degree in Marketing or a related field preferred, with at least 1 year of relevant experience.
- Strong oral and written communication skills.
- Effective time management and organizational abilities.
- Working knowledge of major social media platforms including: Facebook, Meta Business Suite, Instagram, Snapchat, YouTube, TikTok, LinkedIn.
- Familiarity with website platforms (preferably Wix) and creative tools such as Canva.
- Professional appearance and demeanor.
- Ability to work a flexible schedule (between 9:00 AM and 6:00 PM), including some evenings and weekends as needed.
- Comfortable working with youth and engaging with a diverse team of volunteers, staff, and community members.

Essential Skills & Competencies

- Proficient in Microsoft Office Suite.
- Ability to multitask and work independently with minimal supervision.
- Passion for digital marketing.
- Strong interpersonal skills and ability to maintain a positive and welcoming attitude.
- Familiarity with non-profit operations or a willingness to learn.

Working Conditions

- Part-time position, up to 32 hours per week.
- This is an in-person role based at the Armory Youth Project facility.
- Some evening or weekend hours may be required for events, rentals, or special programs.

Employee Signature _____ **Date** _____

Supervisor Signature _____ **Date** _____