

Marketing and Program Development Coordinator

Job Description

Resources for Resilience (RFR) is seeking a full-time Marketing and Program Development Coordinator to support a new, high-impact initiative serving western North Carolina (WNC) communities recovering from Hurricane Helene. This one-year position runs from May 1, 2025, to June 30, 2026, and includes a full-time salary with benefits.

The Marketing and Program Development Coordinator will play a key role in helping formal and informal helpers across WNC, including law enforcement officers, firefighters, paramedics, volunteers, healthcare workers, behavioral health providers, public health professionals, and others, access our trauma-informed and resiliency-focused programs.

Key responsibilities:

Marketing & Communications (60%)

- Develop and execute a marketing plan to raise awareness of the program across western North Carolina
- Lead outreach efforts including earned media (radio/TV spots), paid placements (industry newsletters), and digital marketing campaigns
- Tailor messaging to specific audiences such as law enforcement officers, firefighters, paramedics, healthcare and behavioral health providers, health departments, and volunteers
- Collaborate with our Community Collaboration and Program Coordination teams to align messaging with relationship-building strategies in local communities
- Own development of promotional assets (e.g., video content, one-pagers, social media and website content), managing them from concept to deployment

Program Development (40%)

- Collaborate with program leads to adapt existing RFR content and develop tailored materials (e.g., handouts, training modules) for project-related audiences
- Distill complex neuroscience concepts into accessible, audience-specific messaging
- Provide strategic input on training delivery to maximize engagement, clarity, and real-world applicability
- Support the design, implementation, and evaluation of educational programs, using instructional best practices and adult learning principles
- Collect and analyze evaluation data to drive continuous improvement and help translate insights into actionable program enhancements

Additional duties as assigned

Required skills and/or experience:

- 2+ years in communications, marketing, public health, and/or health education
- Skilled storyteller and writer, able to adapt tone and messaging across diverse professional audiences
- Success in developing and implementing integrated marketing strategies (earned, owned, and paid media)
- Adept at creating branded digital and print materials with a strong command of Canva
- Ability to interpret data to evaluate program effectiveness and inform decision-making

- Proven ability to promote, organize, and support community events or educational campaigns, particularly in public health or community engagement settings
- Experience with email marketing (e.g., Constant Contact), social media management, and digital advertising
- Proficient in Microsoft 365, including Teams and Office Suite (Word, Excel, PowerPoint)
- Strong organizational and project management skills with a keen eye for detail and the ability to meet deadlines in a fast-paced environment
- Comfortable working independently in a remote setting with strong interpersonal and collaboration skills and a commitment to teamwork and shared success
- Proactive, adaptable, and solution-focused with comfort navigating evolving priorities
- High emotional intelligence with a commitment to fostering a positive, emotionally attuned work environment
- Astuteness to social and racial equity issues, cultural competence, and awareness of the diverse needs of communities across WNC
- Commitment to antiracism efforts and actions
- Reliable internet access for remote work
- Valid U.S. driver's license and dependable transportation

Preferred skills and/or experience:

- Background in healthcare, public health, emergency response, education, or non-profit, mission-driven settings
- Skill in press or media relations, including writing press releases and collaborating with news outlets
- Experience in program development, curriculum design, or instructional design, particularly for adult learners
- Comfort with Adobe Creative Suite (Photoshop, Illustrator, Premiere), Biteable, and/or Wondershare Filmora
- Understanding of digital analytics tools (e.g., Google Analytics, UTM tracking) and/or SEO
- Familiarity with educational technologies (e.g., Zoom, Kahoot, SurveyMonkey) or learning management systems

Position details:

- Reports to: Director of Operations
- Program Development task supervision by: Director of Program Development
- Location: Home-based, with some in-person events and travel; residence in western North Carolina preferred
- Weekly hours: Approximately 40; may vary according to the RFR training and community meeting calendar
- Status: Full-time, salaried, exempt
- Annual salary: \$55,000

About Resources for Resilience

Resources for Resilience is a nonprofit organization sharing practical tools and research-based resources that people of all ages can use to manage stress, prevent burnout, and build resilience in themselves and others. Our trainings and professional development workshops help participants better understand how our brains and bodies respond to stress and teach them strategies to keep themselves, their loved ones, and the people they serve healthy and resilient. We are proud to work closely with those who are at the center of our communities, including educators, business leaders, first responders, and healthcare workers, to ensure that all community members have access to the tools they need to thrive.

Resumes and position-related inquiries can be sent to info@resourcesforresilience.com.