



## Marketing & Communications Coordinator – job description

**Overview:** Plan and implement all marketing, advertising and public relations activities and initiatives, identify target audiences, evaluate current trends, coordinate media placement, schedule social media activity, monitor the effectiveness of various marketing initiatives, maintain website.

This position reports directly to our Operations Director and will regularly interface with other departments as well as engage with contractors/freelancers, media vendors, partners, sales reps, etc.

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### Marketing and Advertising – 35%

**Overview:** Responsible for the planning and execution of print and digital marketing and advertising, as well as coordination of PR campaigns.

- **New & existing programs:** participant in initial program scoping (new programs) or collaborate with program coordinator (existing programs) to determine details, pricing, etc. Develop marketing strategy and timeline; identify necessary graphic assets and marketing ad material needs and coordinate their production; create online registration, web event and calendar/facebook event; schedule and place print and display ads; create and schedule newsletters and facebook ads (if applicable); place event on social media as well as various free online calendars and alerts as applicable; facilitate mailings as needed; plan and execute radio ads as applicable.
- **General program areas:** collaborate K12 and R&C staff to discuss marketing plan/timeline in these areas; assist in developing marketing strategies and timelines; place/schedule various aspects of the ad campaign as applicable (mailings, print ads, online ads, social channels, etc.). Facilitate mailings as needed.
- **General brand marketing:** evaluate current strategy, identify possible new opportunities, update/refresh existing directory and other placements as needed.
- **Social media:** grow social following in various target markets with strategic development, planning and scheduling social media posts and ads to various market segments; expand our video presence on YouTube.
- **Content marketing:** Assist in planning and development of content marketing content/topics, schedule, upmarketing strategies, tracking resources; develop and/or curate relevant content, distribute via various channels (social media, website, enews), track and analyze to identify effectiveness, audiences, and relevancy.
- **Promotional video:** Oversee acquisition of new video assets and archiving of existing video, edit and compile various clips of existing footage into short videos for use on social media and website, manage outside vendor involvement.
- **Digital analytics:** periodically interpret comprehensive analytics and create summary reports for team; migrate organization towards data-driven decisions and implement changes in marketing/branding/PR strategies based on analysis.
- **Budget:** analyze previous budget for discussion with team to determine next FY budget; monitor and track expenditures to ensure budget compliance.

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## Webmaster, online presence, online systems – 13%

**Overview:** Help develop/revise/maintain/improve website and other online channels - make improvements, revise/add content as available; keep current on applications/plugins/security; ensure tracking parameters are in place; monitor and track analytics; maintain, integrate and monitor various referral sources (ie, adwords, social channels, backlinks)

- **Analytics:** Utilize specific tracking parameters to identify website improvements; regularly track and monitor parameters on various digital analytics sources that are indicative of user experience, increases/decreases in traffic, marketing effectiveness, identification of target audience, areas needing improvement (such as abandonment rates, load times, forms usage, user pathways, etc.); make revisions and improvements as needed; monitor and ensure integration of referral channels, including unique urls
- **Adwords:** monitor and revise at least monthly to maintain Google Grants status; monitor and improve click-through rates; add/delete program areas as needed
- **Improvements:** website revisions as improvements or changes are identified
- **Maintenance:** keep current with updates, security settings, backups, etc.;

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## Communications – 12%

**Overview:** Facilitate promotion of our organization's mission, brand and image. Assist in development of content, strategies and processes, as well as audience identification, to ensure growth as well as customer retention. Facilitate development and integration of tools and business systems to improve processes.

- Identify target audiences to create high responses and greater interaction
- Oversee Customer Service/User Experience: periodically review current processes and systems, monitor tracking and other metrics channels; periodically analyze and create summary reports for team; collaborate with team to implement improvements if needed
- Review all customer and/or participant materials to ensure user-friendliness (ie, forms, participant information, webforms, registration process, etc.)
- Maintain current knowledge of trends and developments as it relates to information management systems and best-practice strategies. Incorporate and communicate any changes and/or proven best-practice strategies as needed
- Facilitate the development and integration of tools and/or systems that improve our current processes, as those are identified or become available/applicable
- Maintain visual asset library: develop and communicate photo/video policy, communicate with staff re: need to increase our visual library; solicit photos and videos from staff and participants, manage outside vendor involvement as needed; coordinate with various program coordinators regarding specific program visuals desired
- Answer phones and greet visitors as needed, field general inquiries (forward or respond) as appropriate

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## CRM/Database – 11%

**Overview:** Work with Operations Director to oversee CRM to ensure system updates and improvements as needed, export data and cull per project need

- **Per mailing:** pull list per project based on determined inclusion specifications, add any extraneous lists if applicable, cull/clean-up to eliminate duplicates and make corrections
- **Quarterly:** export recently added/revised contact email addresses and import into newsletter system
- **Occasionally:** oversee the import of existing lists on a project basis (ie, attending schools, R&C bookings, etc.)
- **Manage/oversee** improvements to customer experience and data capture, such as payment processor change, user login/account creation capability; work with IT to implement CRM improvements/projects (see IT Oversight)
- **Work with IT** to troubleshoot CRM, develop custom reports/searches and other customizations to improve functionality of database and efficiency of admin department

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## Development Support – 11%

**Overview:** Plan and execute the production of development print and electronic distribution materials

- Collaborate with Development Director to develop annual schedule of development projects
- Coordinate and oversee the design/layout of solicitation mailings, postcards, newsletters, newsletters, annual report
- Oversee production and distribution of development projects, including print vendor coordination, newsletter publication, mailings, etc. (see CRM)

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## Program Coordination & Support – 8%

**General program facilitation:**

- Assist in preparation/finalization/distribution of participant information
- Make revisions to program materials, website, etc. as applicable (ie, price changes, additional details added, links to online participant info, etc.)
- Provide front desk coverage/customer service as needed due to absences; receive and record/process program registrations as needed

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## IT/digital transformation oversight – 8%

**Overview:** Assist in IT oversight with research, planning and implementation of various IT projects; understand scope and details of projects to best advise on process, budget and timeline; troubleshoot as needed

- Collaborate with IT Coordinator and Operations Director on IT-based projects as needed (ie, digital transitions, staff needs, network efficiencies, security issues, etc.) to assist in determining scope, timeline/priority, actions needed, budget
- Research and gain knowledge to help ensure best course of action as needed
- Assist in communication and implementation of various organization-wide changes as pertaining to network, security, updates, email system, data collection tools, etc.
- Enlist IT support for assistance with website, CRM and online business systems implementations and improvements
- Oversee google suite administration and collaborate on cloud migrations of data and processes
- Troubleshoot as needed when IT support is not available

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## Miscellaneous projects – 2%

- **Overview:** Assist in various programs, marketing/development projects, and organizational needs as identified (such as assisting in placing help wanted ads, filling in during absences, revising internal documents, creating signage, etc.)