

YWCA GREATER FLINT JOB DESCRIPTION

Job Title: Marketing Coordinator

Reports To: CEO

Full-time, Non-Exempt position

Salary Range: \$36,000 – 45,000; Salary Commensurate with Qualifications and Experience

The Marketing Coordinator's primary responsibility will be to increase awareness of our organization and enhance the professionalism of our public image across a multitude of platforms. An exceptionally creative writer with an eye for good design, the Marketing Coordinator will be equally skilled at both writing and repackaging content across multiple online channels, and bringing in the visual and/or design resources for the best content presentation possible. The Marketing Coordinator will act as the content lead for several YWCA programs with oversight from the Director of Programs. S/he will partner with the program teams as well as the development team to create messaging and develop, execute, and measure a marketing strategy. S/he will ensure that all programs and divisions of our YWCA have strong, visually appealing collateral that helps engage external audiences in our work. In addition, the Marketing Coordinator will act as an Editor-in-Chief of our YWCA's website and social media channels, developing a strategy that ties into our audience messaging and organization-wide goals and consistently refreshing content to keep driving individuals back to our site. This position is ideal for a hands-on individual who can take projects from conception to implementation and has a proven track record of managing an integrated content strategy.

RESPONSIBILITIES:

Develop strategies and execute tactics to increase awareness of the YWCA's programs via content development, search (organic), social media, email and more

Proactively monitor social media trends and daily news to respond to national/local events and conversation

Post to social media regularly (Facebook, Twitter, Instagram)

Engage social media audience by interacting on posts and with followers

Write and develop marketing communications including emails, newsletters, advocacy campaigns, web content, social media posts and printed collateral

Develop and update website content as appropriate and with input from leadership and program staff

Work with team members and others to create and deliver organizational messaging

Measure and analyze success of strategies and tactics and make recommendations for future projects

Work in collaboration with leadership and program staff to create and design brochures, flyers, annual report and other marketing materials that reflect the YWCA's mission and our role in the community

Enforce organizational brand (logo, colors, etc)

Oversee outside and contracted vendors for graphic design, printing, or other projects

Maintain the inventory of marketing materials and "swag" for distribution, including

QUALIFICATIONS:

Bachelor's degree in communications, marketing, public relations or similar field or equivalent experience

At least 1-2 years of professional experience, in marketing or public relations, preferably through a racial and gender equity lens.

Experience developing, executing and measuring integrated campaigns and ongoing relationship-deepening content across multiple channels (social media, email, search)

Natural talent for identifying good images, layout and design, and the skill to know when a message is better conveyed through visuals than words

Highly analytical and detail-oriented with strong Microsoft Office skills

Self-starter and voracious learner who is able to manage multiple projects and excel in a fast-paced environment

Proficient in Microsoft Office, Google docs, desktop publishing tools, website platforms and other electronic platforms.

Demonstrated skill to handle multiple marketing needs of the agency, at any given time.

Familiarity with videography and production preferred.

Must have strong grammar and communication skills, both written and verbal.

Benefits include: health, dental and vision insurance, retirement plan, short-term disability, as well as paid holidays and vacation time.

Please submit cover letter and resume to Dr. Michelle Rosynsky, CEO via email at mrosynsky@ywcaflint.org. Review of applications will begin in mid June and will continue until a suitable candidate is identified.

YWCA Greater Flint is an Equal Opportunity Employer committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers and service partners. Therefore, YWCA employment, advancement and leadership recruitment processes ensure diversity in terms of age, color, disability, ethnicity, gender, gender identity or expression, marital status, national origin or ancestry, race, religion, sexual orientation, genetic information, and/or military or veteran status.