



**Building  
Communities.  
Empowering  
Readers.**

**Job Title:** Marketing Coordinator      **Classification:** Part-time 25 hours per week  
**Department:** Marketing      **Reports to:** Marketing Director  
**Pay:** \$20-\$22/hr.

**Send resume and cover letter to:** Kellie Romany, Marketing Director, [kellie@witschicago.org](mailto:kellie@witschicago.org)

**Purpose of Role:** This employee is responsible for supporting the Marketing Director in regular marketing assignments in support of yearly plan.

#### **Who We Are:**

WITS (Working in the Schools) is the largest literacy nonprofit providing mentorship to students and professional development to teachers in Chicago public elementary schools. WITS' approach to promoting literacy prioritizes the goals of individual students, teachers, and schools so that their success is meaningful and lasting. We believe that all students - regardless of race, ethnicity, national origin, gender identity, sexual orientation, socioeconomic status, citizenship, or ability - deserve the space to be themselves.

#### **WITS staff must adhere to our core values: Mission Focused, Accountability, Teamwork, Communication, Leadership:**

- Team members acknowledge that WITS is the sum of our parts and work holistically across program and development departments to ensure the success of the organization.
- Team members set clear expectations, adhere to deadlines, deliver high-quality work, and provide and accept honest feedback; they take ownership of their own performance.
- Team members support their colleagues on projects by understanding their role and being organized, prepared and proactive.
- Team members communicate with timeliness, clarity, and appropriate frequency.
- Team members assert and champion their own expertise.

#### **Organization-wide requirements**

WITS is a small organization doing big work and that requires team members to take on projects outside department or role-specific expectations. Examples of the type of work you will do include but are not limited to:

- Writing blogs and creating content for WITS marketing and communications.
- Supporting the WITS team in coordination of, as well as attend, after-hours events each year. Signature Events - Required Attendance - Blackboard Affair, Community Celebration, Annual Meeting, Rochelle Lee Teacher Award Showcase, WITS Talks, one Study Hall, December Board Meeting, one Thank-a-thon.
- Regularly updating and maintaining assigned WITS data and metrics.
- Participating in professional development.

### **Individual Accountabilities**

- Reviewing Marketing Request Form submissions and scheduling work.
- Maintaining Blog schedule & deadlines.
- Managing social media calendar/posting.
- Assigned design, website, video projects as assigned by Marketing Director.
- Copy editing external facing marketing materials.
- Participation in weekly meetings requested by Marketing Director.
- Final copy editor on all content

### **Indicators of Success**

- Regular blog publication.
- Daily social media posts.
- Effective scheduling of work through marketing request form.

### **Key Collaboration Network**

#### **Key Shared Accountabilities**

- Social Media
- Blogs

#### **Key Collaborators**

- Marketing Director
- Development and Communications Manager

### **Key Capabilities and Leadership Behaviors**

- Exhibits confidence in presenting and executing ideas.
- A self-starter and finisher who can see a plan through from conception to completion.
- Strong project management skills.
- Ability to give direction to and synthesize information from multiple individuals.
- Agile working style and willingness to adapt.
- A strong ability to develop compelling and grammatically accurate written communication across varied mediums.
- Team player and team builder.
- Willingness to take risks, comfortable with failure, and learning from those risks.
- Strong ability to work independently and identify next steps to accomplish organizational goals.
- Understanding of and commitment to the mission, vision, and goals of WITS.

### **Decision Rights**

- Social Media schedule.
- Blog timeline.

### **Skills or Experience Required**

- Fluent in the English language, both oral and written, including correct punctuation, spelling and grammatical usage required.
- 2 years of activating marketing strategy.
- Proficient in Google Suite, Microsoft Office, and willingness to learn new digital tools.
- Experience working with Salesforce, Adobe, Canva, Hootsuite, MailChimp, and WordPress.
- Strong Social Media knowledge.
- Experience with standard business machines and computers.