Job Title: Marketing Coordinator
Department: Marketing and Program
Classification: Full-time
Pay: $42,000
Reports to: Marketing Director & Program Director

Purpose of Role: This employee is responsible for supporting the Marketing Director in regular marketing assignments in support of yearly plan, and responsible for activating and delivering direct service of volunteer programs; overseeing daily programmatic logistics and database management.

Marketing Accountabilities
- Reviewing marketing request form submissions and scheduling work.
- Maintaining blog schedule and deadlines.
- Managing social media calendar and posting.
- Designing assets, website editing, and video projects as assigned by Marketing Director.
- Writing original copy for marketing emails as needed.
- Writing press releases as needed for the organization.
- Copy editing external facing marketing materials using Chicago Manual Style.
- Participation in weekly meetings requested by Marketing Director.
- Create collateral and WITS promotional materials for programs.
- Pulling reports for review by Marketing Director.

Program Accountabilities
- Be the primary program coordinator substitute for out of office program team members.
- Facilitate no more than 4 weekly literacy mentorship programs with students and volunteers.
- Manage relationships between school and volunteer partners.
- Develop strong working relationships with program teachers and school coordinators.
- Work with program partners to recruit students and volunteers for program.
- Coordinate and supervise the program logistics for volunteers (groups and individuals).
- Communicate regularly with volunteers, including weekly email reminders.
- Prepare volunteers to participate in program.
- Ensure that volunteers uphold WITS policies.
- Observe student and volunteer interactions and offer coaching to volunteers.
- Curate program supplies and update materials to ensure books, space, and activities stay relevant to each program’s needs.
- Assist in promoting WITS teacher programs.
- Support development staff with program-specific grants and fundraising.
- Disseminate organization-wide communication to volunteers and school partners when asked.
- Maintain accurate attendance and constituent information in WITS’ database (Salesforce).

Program Indicators of Success
- Activation of volunteer sessions.
- Recruitment and retention of students for program.
- Maintenance of healthy program partnerships.
- Integrity of database maintenance.

Marketing Indicators of Success
- Blog publication based on the needs of the organization.
- Press releases based on the needs of the organization.
- Consistent and relevant social media posts.
- Effective scheduling of work through marketing request form.
Key Shared Accountabilities

• Strategize with Program Director and peers to support students and volunteers during program.
• Work with Program Managers to deliver and evaluate program model - implement activities and curriculum.
• Work with Development and Program teams on social media for their campaigns.
• Work with all staff on completing blogs in a timely manner.

Key Collaborators

• Program Director
• Marketing Director
• Development and Communications Manager
• Program Coordinators and Program Specialist
• Program Managers

Key Capabilities and Leadership Behaviors

• Understanding of and commitment to the mission, vision, and goals of WITS.
• A desire to adapt and grow.
• A self-starter and finisher who can see a plan through from conception to completion.
• 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.
• Strong ability to work independently and identify next steps to accomplish goals.
• Exhibits confidence in presenting and executing ideas.
• Strong project management skills.
• Willingness to take risks, comfortable with failure, and learning from those risks.

Decision Rights

• Decisions connected to day-to-day program delivery such as:
  o Program logistics (e.g.: scheduling, program rosters, transportation of students and mentors).
  o Program facilitation.
  o Coaching students and volunteers.
  o Updating materials like books or activities.
• Social media schedule.
• Blog timeline.

Skills and Experience Required

• Experience working with elementary and/or middle grade students.
• Comfortable traveling throughout the city on a weekly basis.
• Bilingual/biliterate (Spanish) preferred.
• Fluent in the English language, both oral and written, including correct punctuation, spelling and grammatical usage required.
• 1 year 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.
• Experience with social media platforms Instagram, Facebook, Twitter, LinkedIn, YouTube, and Pinterest.

Physical Demands

• Program coordinators spend much of their time in elementary schools, where noise levels can be moderate to loud.
• Must be able to bend, squat, and climb stairs daily.
• Must be able to lift 30 lbs.