

JOB DESCRIPTION

TITLE: Marketing & Communications Coordinator

Department:	Marketing and Communications
FLSA Status:	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non-Exempt
Reports To:	Senior Marketing Manager
Supervises:	n/a

SUMMARY

The Marketing & Communications Coordinator will function in a key support role of an established and growing nonprofit organization dedicated to serving government and civic organizations with educational events and program coordination. This dynamic part-time position (20 hrs/week) will be responsible for a variety of day-to-day programmatic and administrative tasks for the Marketing and Communications Department, including web and mobile app updates, marketing email outreach and social media, as well as assisting onsite with events as needed. The Marketing & Communications Coordinator reports directly to the Senior Marketing & Communications Manager, but will work in collaboration with other team members.

The ideal candidate is creative, energetic and collaborative, and understands and embraces the role of marketing and communications as an internal and external service organization. He or she thrives in a fast-paced environment, has a passion for success and innovation, and works collaboratively with and provides critical value-added support to both staff and clients. The position requires an organized, dependable self-starter who can juggle a number of tasks and projects at once, as well as produce high-quality work for different audiences under tight deadlines.

PRIMARY RESPONSIBILITIES

- Work closely with team to make requested updates and changes to the GTS website
- Manage GTS social media pages, including planning and executing posts and updates
- In collaboration with the Senior Marketing & Communications Manager, plan, create and distribute GTS and client marketing email outreach
- Ensure all assigned print and electronic event communications materials and tools are accurate, consistent, polished and professional, and align with brand standards
- Provide onsite assistance at events as needed, including (but not limited to) photography, social media posting, production assistance (signage, A/V, sound & staging), registration and tradeshow assistance
- As requested, support event staff in designing final event reports to include infographical data and information
- Provide general support and coordination for the Marketing & Communications Department, including organizing and managing department electronic and print materials and resources, researching new tools/technologies
- Assist with market research, and the development and management all GTS and event-specific email and print contact lists
- Assist with GTS and/or event-specific mass mailings, and assembly of information and support materials
- Respond to other matters as needed and assigned

SECONDARY RESPONSIBILITIES

1. Represent GTS Educational Events at marketing/outreach events and presentations
2. Stay abreast of developments in marketing and communications and topic areas related to assigned events through research and ongoing professional development
3. Attend external client planning meetings as requested
4. Participate in internal team meetings and support the overall event planning and management process

JOB SPECIFICATIONS

Desired Education and Experience

- Bachelors degree in Marketing, Communications or related field; or a combination of education and relevant work experience to total 5 years
- Minimum 2 years related marketing and communications experience, ideally within a complex nonprofit organization (number and variety of internal and external clients and constituents)
- Experience in website design and maintenance
- Experience developing, designing and managing electronic marketing
- Minimum 2 years experience managing multiple, simultaneous complex projects

Knowledge, Skills and Abilities

Knowledge of:

- Event planning and event marketing practices and processes
- Social media marketing, email marketing and other digital marketing tools/resources
- Preferred knowledge of local and state government, civic/community organizations, nonprofits and higher education

Ability to:

- Anticipate project needs, discern work priorities and meet deadlines with little supervision;
- Be adaptable, flexible, energetic, innovative, and extremely productive with a high degree of initiative
- Be communicative and collaborative in approach, open to new ideas and development, with the ability to work seamlessly and effectively with diverse internal and external clients and stakeholders
- Be resourceful – obtain and learn information needed to do the job from all relevant sources
- Stay calm under pressure and successfully manage multiple projects and time-sensitive demands
- Establish a broad resource network and maintain effective and cooperative working relationships
- Develop and implement ideas and programs — conduct or carry out procedures and activities to improve programs or products
- Learn new technology, systems and tools quickly
- Think and act like an entrepreneur

Skills:

- Proficiency using a variety of current marketing and communications tools and software, including graphic design and digital marketing (Adobe InDesign, Illustrator, Photoshop and Acrobat)
- Knowledge of website design platforms (Wordpress)

- Proficiency in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint & Publisher)
- Excellent time management, organization and project management
- Outstanding written and verbal communication
- Creative problem-solving
- Customer service

PHYSICAL REQUIREMENTS NECESSARY TO PERFORM THIS JOB

Incumbent must be able to:

- Be indoors, sitting at a desk for the majority of the day
- Travel to and from event sites (primarily local, some outstate and some outside of the state); must have driver's license and access to a car
- Work extended hours including some nights, weekends and early mornings as needed
- Must be able to pack, lift, and transport program equipment and materials to and from programs
- Must be able to set-up rooms for meetings if necessary – move some tables and chairs, set-up equipment
- Must be able to lift up to 10 pounds on a regular basis; up to 30 pounds occasionally

TOOLS AND EQUIPMENT USED

Incumbent must be able to:

- Operate standard office equipment (phones, personal computer, copier, printer, etc.)
- Use personal smart phone and/or computer for remote connectivity (email, phone, voicemail)

WORK ENVIRONMENT

- Small, fast-paced office environment in St. Paul, Minnesota

HOW TO APPLY

Send cover letter and resume to gts@mngts.org. Cover letter should highlight alignment between applicant's experience, skills and attributes and the job description.

I understand that this job description does not necessarily list all the functions or accountabilities of the job, and that I may be asked by management to perform additional duties and tasks. I also understand that I will be held accountable to perform these job functions to the best of my abilities, and that I will be expected to continually assess where my assistance would benefit their coworkers and the organization and step in to fill those gaps.*

Employee Signature

Date

Supervisor Signature

Date

**Management reserves the right to revise and update job descriptions at any time.*