



**PHILANTHROPY TANK**<sup>®</sup>

*Empowering* **CHANGE**makers

## **Marketing Coordinator**

Philanthropy Tank is looking to hire a full-time, salaried Marketing Coordinator. The candidate will be a highly motivated individual, able to work in a fast-paced environment, be flexible, display good written and verbal communication skills, and be a team player. This role will develop marketing strategies for social media and advertising, and is responsible for promotional materials, press releases, e-newsletter, e-blasts and maintaining the website. This should not be considered an all-inclusive listing of the role responsibilities. Experience in Word, Excel, Adobe Illustrator, InDesign and Photoshop is essential.

**Please send resume and cover letter to Amy Brand, CEO @ [abrand@philanthropytank.org](mailto:abrand@philanthropytank.org) No phone calls, please.**

## **Requirements**

### **Key Responsibility: Strategy Development and Branding Management**

- Develop and manage organizational marketing and communications strategy and tactics, as well as the content calendar for all inclusive events.
- In conjunction with the other members of the team, develop strategic organizational messaging, identify, and develop compelling stories and content that reflect the organization's strategic priorities, messaging, and image.
- Develop strategies that amplify community voices and translate messaging across platforms and audiences.

### **Key Responsibility: Marketing Oversight**

- Oversee and contribute to the creation of accurate, compelling marketing materials ensuring assets are disseminated and leveraged through all appropriate channels. Materials may include proposals, brochures, one-pagers, reports, signage, and presentations.
- Ensure website aligns with the organizational priorities, brand, tone, and messaging.
- Establish procedures, guidelines and other marketing-related process improvements tools.
- Monitor performance of marketing tactics, constituent feedback, and market trends

### **Key Responsibility: External Communications**

- Maintain effective communications with internal and external stakeholders to ensure awareness, engagement, and cohesion.
- Work with team members and PR team to develop, produce, and publish print and digital communications pieces and campaigns, including the annual report, appeal letters, newsletters, event publications, social media posts, and website enhancements.
- Manage and set strategy for the organization's Communications Calendar.

### **Key Responsibility: Leadership and Teamwork**

- Collaborate with the Philanthropy Tank team, Marketing Chair and Leadership.
- Maintain a “team first” outlook, supporting the success of the team and the mission in attitude, ideas, and actions; lead by example and with active, creative input for growing and improving the organization.
- Support complementary initiatives as needed with advice and/or by taking on defined responsibilities.
- Engage with all members of team, program participants, and core volunteers.

### **Qualifications**

#### **Required Knowledge & Skills**

- 3 years of marketing and communications experience, including but not limited to website administration, graphic design, public relations, and/or social media strategy.
- Organization, attention to detail, ability to work independently with minimum supervision.
- High level of computer literacy, including familiarity with Microsoft Office and Constituent Relationship Management (CRM) databases
- Proficiency with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro) or other design software.
- Excellent writing, analytical, and research skills, with the ability to draw useful conclusions from data sets.
- Personable, customer-oriented; ease working with others and with delegating.
- Must work well under pressure and with changing priorities.
- Confidentiality with sensitive information.

#### **Education & Experience**

- Bachelor’s degree
- Nonprofit and marketing experience highly preferred.