

Urban Ventures Leadership Foundation



Job Description

Job Title:	Marketing Communications Coordinator
Job Status:	Full-time
Job Classification:	Exempt
Reports to:	Associate Director of Marketing and Communications
Department:	Advancement, Marketing
Effective Date:	October 12, 2016

About Urban Ventures:

Urban Ventures is a faith-based nonprofit organization that is empowering individuals and strengthening families to transform urban communities in the Twin Cities, working toward the vision of 'a city without poverty'.

Position Overview

Reporting to the Associate Director of Marketing and Communications, the Marketing Communications Coordinator is a skilled storyteller and strategic thinker responsible for planning and implementing all Urban Ventures' marketing and communications strategies, often designing content from start to finish.

Responsibilities

- Use Urban Ventures' annual marketing/communications plan to produce an editorial content calendar that integrates a balanced mix of content across channels, driving audiences to action
- Produce a wide variety of written and visual content from start to finish, including graphic design in the Adobe Creative Suite
- Collaborate with a small in-house marketing communications team, as well as with contractors and volunteers, to create and distribute content across the following channels:
 - **Website:** Includes designing new landing pages and advising changes to site content/navigation. Platform: Squarespace content management system (CMS), light web programming
 - **Email:** Includes writing and designing one time "campaigns" and ongoing automated email nurturing pipelines, with an eye towards continually optimizing open and click-through rates. Platform: Campaign Monitor
 - **Social Media:** Includes posting content as well as fostering active community engagement (i.e. responding, commenting, tagging, retweeting, etc.). Platforms: Facebook, Twitter, Instagram, Snapchat
 - **Peer-to-peer fundraising:** Includes empowering our supporters with customizable, template-focused communications that can be repurposed, as well as overseeing recruitment and customer support. Platform: Classy (pending)
 - **Products / Gift Catalog:** Work closely with social enterprise staff on offerings and logistics (shipping, order deadlines), update online and offline gift catalog, and support sales staff
 - **Public Relations:** Includes cultivating relationships with reporters, preparing press releases, media advisories, and pitches to specific journalists
 - **Print Marketing:** Includes understanding print design and mail house production scheduling, providing updates to direct mail pieces and core collateral, including signage
 - **Event Marketing:** Includes promoting branded events through invitations, email/social media, live presentations (script writing + PowerPoint), and follow up communication
 - **Public Speaking:** Includes scheduling, crafting key messages, scriptwriting (if needed), repurposing PowerPoint content, and coordinating with IT
 - **Program Recruitment:** Includes empowering UV staff across departments with tools to tell our story, and visiting programs consistently to gain first-hand experience to talk about particular services from both the organizational perspective and the community perspective
- Manage marketing/communications interns and volunteers, including recruitment, onboarding, delegation of responsibilities, and professional development/mentoring

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Qualifications

The Marketing Communications Coordinator should have 3-5+ years of communications experience, ideally in an in-house role within a complex nonprofit entity, covering areas such as editorial calendar planning, website content, social media, peer-to-peer fundraising, and donor communications. The ability to take organizational goals and transform them into compelling messages, disseminated to the right audiences through the best channels is critical.

- A team-oriented self-starter who thrives on managing a variety of priorities
- Demonstrated responsibility in content creation and strategy implementation related to marketing/communications
- Excellent writing, editing, graphic design, and verbal communication skills
- Comfort designing deliverables using the Adobe Creative Suite
- Previous experience in Squarespace CMS and Campaign Monitor (email) a plus
- Commitment to work collaboratively across internal departments and external stakeholder groups
- Entrepreneurial
- Knowledge of Microsoft Office Suite
- Organized and detail-oriented
- Ability to work in a fast-paced, deadline-oriented environment
- Physical abilities common to an office environment, computer work and event setup
- Ability to align with and articulate the mission and values of Urban Ventures