



Marketing and Communications Coordinator

Position Description

The Marketing and Communications Coordinator is a fast-paced role tasked with elevating the Girls Inc. of Greater Indianapolis brand. In a given day, you may coordinate a TV interview, compile a report, lead a brainstorm session, edit an article, or assist with social media posts. Looking for candidates that are naturally curious and stay up to date with current trends, but also detail-oriented and able to manage many concurrent projects. Qualified candidates must also possess excellent interpersonal skills, as you will work with a wide variety of stakeholders with diverse comfort levels with media.

Supervisor: Chief Development Officer (CDO)

Supervisees: Interns as Applicable

Exempt

Full-time

Seasonal

Non-Exempt

Part-time

Specific Responsibilities of the Position

Key Responsibilities

- Responsible for developing and executing a strategic communications plan for Girls Inc. Indy, including building program awareness and assisting in donor campaigns
- Provide management and oversight to interns as applicable, to maximize opportunities for local outreach to garner local stories, photos, video and/or other ways to help finesse digital content
- Lead earned media efforts to raise Girls Inc. Indy's brand awareness in the community
- Collaborate with Girls Inc. Indy staff to develop brand-compliant approaches for all public engagement
- Create and manage all digital marketing programs including websites, online marketing, social media accounts, month e-newsletters and other email marketing, earned media and new media, while ensuring brand consistency and compliance with industry standards
- Responsible for the creation and planning of all organization press and media releases
- Manage the communications calendar for all marketing projects, plans, posts, etc.

Other Essential Functions

- Oversee and maintain an up-to-date database for key mailing/distribution lists as it relates to communications
- Organize and maintain photo, video, and story archive; responsible for soliciting and organizing testimonials from success stories from all members of the Girls Inc. Indy community
- Keep abreast of local and national news related to girl and youth development
- Responsible for the writing and/or editing of news stories for website
- Manage all marketing and promotions related to Girls Inc Indy special events, and as needed, provide event support for program and development events as key communications staff member

Additional responsibilities

- Regularly report to CDO on progress towards established goals; recommending strategies/timelines for future initiatives;
- Participate in meetings, trainings, and conferences to further professional development;
- Perform other duties as assigned by the CDO.

Required Knowledge, Skills & Abilities

- Demonstrate commitment to the mission of Girls Inc. and its constituents;
- Demonstrate effective interpersonal skills; the ability to establish and maintain effective working relationships, build rapport with diverse personalities, be tactful, mature, and flexible and adaptable;
- Energetic individual who enjoys working with external-facing stakeholders in a professional and inviting manner;
- Proactive and strategic thinker who has the ability to manage and delegate multiple priorities and projects;
- Strong, analytical and project management skills;
- Ability to take initiative as part of a team as well as individually;
- Demonstrated success implementing short-term and intermediate strategic communications goals;
- Practices responsible stewardship of Girls Inc.'s resources;
- Experience working with, including, and partnering with individuals from diverse racial, ethnic, and socioeconomic backgrounds;
- Exhibits excellent professional verbal, written, and electronic communication with the ability to adapt communication styles.

Education & Experience

- Bachelor's degree in public relations, marketing, business administration or related field
- Minimum of one-year experience managing and driving measurable results in areas that include audience engagement through digital mediums
- Ability to understand brand voice and adhering to brand style guides
- Solid experience in writing, editing, and researching
- Experience pitching to media outlets and media list creation
- Proven knowledge of traditional and social media
- Experience in social media platforms, InDesign, Illustrator and/or Canva and other design programs
- Background in youth development, gender equity, and a strong advocate for girls'/women's issues preferred
- Must be able to meet deadlines, be proactive, resourceful, able to multi-task and prioritize a heavy and diverse workload