



## Marketing and Communications Coordinator

### Position Description

The Marketing and Communications Coordinator position is a fast-paced part-time role tasked with elevating the Girls Inc. brand. The Coordinator is tasked with leading the marketing and communications strategy, running social media, producing digital and print communications, tracking and reporting metrics, and ensuring there is a consistent brand and voice across the organization. We are looking for a dynamic candidate who stays up to date with current trends and who is also detail-oriented and able to manage many concurrent projects.

**Supervisor:** President & CEO

**Supervisees:** Interns as Applicable

Exempt

Full-time

Seasonal

Non-Exempt

Part-time

### Specific Responsibilities of the Position

#### Key Responsibilities

- Responsible for executing a strategic communications plan for Girls Inc. Indy, including building program awareness and assisting in donor campaigns;
- 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, bi-monthly 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; and
- 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; and
- Provide management and oversight to interns as applicable.

#### Additional responsibilities

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

### Required Knowledge, Skills, & Experience

- Demonstrate commitment to the mission of Girls Inc. and its constituents;
- Demonstrate effective interpersonal skills;

- Proactive and strategic thinker who has the ability to manage multiple priorities and projects;
- Demonstrated success implementing short-term and intermediate strategic communications goals;
- Practices responsible stewardship of Girls Inc.'s resources;
- Exhibits excellent professional verbal, written, and electronic communication with the ability to adapt communication styles;
- Ability to understand brand voice and adhering to brand style guides;
- Experience in content creation and editing;
- Experience in social media platforms, MailChimp, Sprout, and Canva and/or other design platforms; and
- Photography and Videography skills are preferred, but not required.