



Job Description: Marketing Coordinator

Position Summary:

The Marketing Coordinator will oversee the marketing function at Giving the Basics, ensuring the successful execution of marketing strategies and campaigns. This role will manage graphic design work, content creation, marketing campaigns, collaborate with development on content, graphic, collateral, and event needs, manage all marketing functions for the organization, and manage any outsourced marketing vendor and partner relationships, workload, deliverables, and outcomes.

Reports to – Director of Development

Key Responsibilities:

- **Marketing Strategy and Execution:** Develop and execute comprehensive marketing plans in alignment with organizational goals. Lead the implementation of marketing strategies across various channels, including digital, print, and social media.
- **Graphic Design Oversight:** Manage in-house or outsourced graphic design projects, ensuring brand consistency and timely delivery. Oversee the creation of marketing collateral such as brochures, banners, social media graphics, event materials, and more.
- **Vendor and Partner Management:** Serve as the primary point of contact for any outsourced marketing services, managing project timelines, deliverables, and outcomes. Collaborate with external vendors for promotional materials, digital campaigns, and website updates.
- **Content Creation and Management:** Oversee content development for all digital platforms, including social media, email newsletters, blogs, and the website. Ensure messaging aligns with the organization's mission and is consistent across all channels.
- **Campaign Management:** Plan, execute, and evaluate marketing campaigns (e.g., annual appeals, giving days, volunteer recruitment). Track performance metrics, adjust strategies as needed, and report on campaign outcomes.
- **Collaboration with Development and Events:** Work closely with the development team to ensure marketing efforts align with fundraising goals. Provide marketing support for events, ensuring promotional materials and communications are delivered on time.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- 3+ years of experience in marketing or a related role, preferably in the non-profit sector.
- Strong project management skills with the ability to manage multiple campaigns simultaneously.
- Experience working with graphic design teams or agencies.
- Familiarity with marketing analytics tools (Google Analytics, social media insights).
- Excellent communication and content creation skills.

Work Environment:

- Full-time, based in the organization's main office.
- Occasional travel to events and meetings as needed.