



Diversity, Equity, & Inclusion Marketing Coordinator Job Description

Position Overview

I Follow the Leader is hiring a part-time Marketing Coordinator who will be the essential support for all of I Follow the Leader's marketing and communications strategies to help us more effectively achieve our firm's mission.

Our mission is to help leaders and companies thrive and reach their highest potential. We heighten awareness and readiness of Diversity, Equity, and Inclusion (DEI) initiatives within companies through strategic engagements.

Our knowledgeable team of leadership consultants move businesses along the diversity continuum, improve their overall culture, and help leaders take action to increase profitability, creativity, and innovation. We lead cultural audits, strategic planning, trainings, and other DEI engagement activities for organizations.

We envision a day when every member of the global workforce feels a sense of belonging and has equal opportunity to lead, thrive, and reach their highest potential. We have exciting new engagements in the works... so many that we need a hand to get them all done. And that is where you come in!

Sound like something you want to know more about? Keep reading for details and application instructions!

Hours: This is a part-time virtual contractor role. We estimate a commitment of 20-25 hours a month. The schedule for this role is flexible; the majority of the work is deadline-oriented and can be completed in advance on your schedule. To ensure we're a great fit for each other, you'll join the team for a three-month trial period. During the last month of the trial, we'll meet and mutually decide whether we'd like to continue with a longer-term arrangement.

The number of hours and level of responsibility has the potential to increase for the right person. If the individual hired stays with the firm after the trial period, the hours and level of responsibility will be reviewed, discussed, and agreed upon with the CEO on a quarterly basis prior to the start of the new quarter. We believe in flexibility and growth opportunities.

Location: This position is a remote, work-from-home position. You can be located anywhere.

Pay: This is an hourly position. The hourly rate will be commensurate with experience, skills, and pay equity, starting at \$20 an hour. Candidates will be asked to share their rate expectations in the application.



Position Close Date: We're accepting applications through November 30, 2021 at 5pm EST. We will begin interviewing potential candidates **immediately**, so we highly recommend applying as soon as possible.

Ideal Start Date: December 13, 2021

How to Apply: If the position overview resonates with and you believe you meet the requirements outlined below, please:

1. First, complete the position questionnaire that can be found at ifollowtheleader.com/jobs.
2. Next, email a resume, 1-page cover letter, and up to 2 additional documents that showcase your skills, knowledge, and abilities at the same time to info@ifollowtheleader.com.

Applications will only be reviewed if all requirements are met in the order outlined above. We value transparency, so if you follow all application instructions, we will let you know whether we will be inviting you to move forward to the interview stage.

Role, Responsibilities, Results, and Requirements

Role

The Marketing Coordinator will be the essential support for all of I Follow the Leader's marketing and communications strategies by creating and editing social media, website, newsletter, and video, and other applicable content.

Responsibilities

- Work in conjunction with our CEO, consultants, and a DEI Coordinator to help execute the firm's mission.
- Maintain a clear and consistent brand voice for the firm.
- Coordinates with CEO for planning, producing, editing, and delivering content via social networking channels – Facebook, Instagram, LinkedIn, Blog, Video, etc.
- Coordinates with CEO to publish monthly electronic community newsletters and other electronic communications.
- Analysis and reporting for the social channels referenced above.
- Monitors and coordinates all facets of web design for ifollowtheleader.com, including site appearance, navigation, search engine optimization, and ongoing maintenance.
- Assist with creating templates for slide decks, handouts, and other engagement materials as requested.
- Develop media communication and press releases.
- Proof content.
- Develop a marketing calendar and maintain it.
- Help create processes, systems, and efficiencies for the firm.
- Learn, document, and understand the CEO's business preferences.
- Attend check-in meetings with the CEO to discuss upcoming content.
- Look for areas of opportunity for the firm to grow in the areas of marketing and communication.

Results

- Your primary responsibility will be to show up 100% and be fully present and able to execute the CEO's vision.
- You provide thought leadership and help to elevate the overall brand.
- I Follow the Leader has a consistent brand voice in all our communications.
- I Follow the Leader is recognized as a thought leader in the diversity, equity, and inclusion area.
- Improved processes and procedures.
- You make suggestions for efficiencies, then work with the team to implement them.

Requirements

- Bachelor's degree in marketing or a related field.
- 3+ years of demonstrable marketing experience including leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns.
- High-level communication skills.
- Solid understanding of online content strategy and creation.
- Basic graphic design skills and experience, including layout and positioning.
- Experience with GoDaddy website hosting and marketing or a similar platform.
- Solid knowledge of website and marketing analytics tools.
- Excellent writing, editing and proofreading skills.
- Experience with video editing or desire to learn strongly preferred.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Ability to set goals and develop achievable timelines to hit them.
- Able to consistently understand the intent and vision of the CEO.
- Detail-oriented.
- Delivers well ahead of deadlines.
- Computer proficiency and skilled in technology. Some of the platforms we use regularly include Outlook, Zoom, Calendly, LinkedIn, Instagram, GoDaddy, Canva, and Grammarly.
- A work environment that includes a computer, cell phone, high-speed internet.

Questions? Email info@ifollowtheleader.com and we'll answer you within 48 hours.