



Volunteer Marketing Coordinator

Position Summary

The Marketing Coordinator develops and executes integrated marketing plans for Centerpeace Career Development, Inc. (CCD). This role requires experience working on marketing projects, preferably for non-profit or not-for-profit organizations.

General Responsibilities

- Is responsible for increasing brand awareness through marketing and communications activities.
- Leads and executes strategic marketing and communications efforts for CCD.
- Creates and implements a communications calendar.
- Develops and distributes communications including event invitations, presentations, CCD blog updates, social media content, brochures and other collateral.
- Monitors and reports marketing and communications metrics.
- Creates and updates distribution lists. Develops marketing campaigns, strategies and programs to achieve defined goals.
- Sources graphics to support marketing materials and conduct basic photo and graphics editing.
- Provides creative direction on marketing programs.
- Supports development of video content.
- Other occasional duties as assigned.

Skills and Attributes

- Strong verbal communication, writing and editing skills.
- Demonstrated experience developing digital and paper marketing collateral.
- Attention to detail with strong organizational skills.
- Digital design experience, a plus.
- Proactive and motivated to learn new tools and information.
- Ability to work on multiple projects, independently and with team members, to meet the goals of CCD.

Education and Experience

- Bachelor's degree or equivalent experience in related subjects (such as marketing, communications or journalism).
- Experience developing and executing marketing campaigns.
- Familiarity with nonprofit or not-for-profit organizations, preferred.
- Familiarity with career development or human resources, preferred.
- Experience using social media channels such as Twitter, Facebook, LinkedIn, etc. and their analytics.
- Demonstrated experience with the following software:
 - Microsoft Office Suite or Google Suite.
 - Hubspot, Constant Contact or similar CRM tools.

All qualified applicants will receive consideration without regard to age, race, color, religion, sex, national origin, protected veteran status, genetic information, or disability.