

## Communications & Marketing Coordinator:

### Flint Center for Educational Excellence

Exemption Status: Full-time, Exempt—Salaried (grant-funded position)

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#### Position Summary

The Communication & Marketing Coordinator (the Coordinator) supports the Flint Center for Educational Excellence's (the Center) mission of building a community that works for all Flint kids by collaboratively developing and implementing communications strategies that broaden the reach of the Center's programs, initiatives, and advocacy priorities. This may include researching, writing, editing, proofreading, and publishing information that accurately supports the Center's goals and objectives. Reporting to the External Relations Manager, the Coordinator will assist with increasing the Center's overall brand exposure and engagement by assisting with content development, social media management, and email marketing. Additionally, with support from communications/marketing consultants, the Coordinator will ensure that the communications goals and objectives are accomplished, including managing timelines for marketing campaigns, internal communications, and external reports.

#### About the Flint Center for Educational Excellence

The Community Foundation of Greater Flint currently serves as fiscal sponsor for the Flint Center for Educational Excellence and will lead the pilot phase of its work until it becomes an independent entity. As a result, the workplace culture will be that of a dynamic start-up organization with team members proactively establishing systems and processes to support the Center's growth and development as a high-performing organization.

#### Major Responsibilities & Key Tasks

##### *Communications & Marketing*

- Co-develop and implement communications and marketing strategies to achieve organizational goals and objectives, including the identification of stakeholders and target audiences
- Provide oversight with communications/marketing contractors
- Ensure adherence to the Center's brand usage guidelines, including developing guidelines and templates for site-based teams
- Develop content that conveys key messages, including promotional materials and website elements
- Keep current with the latest design trends by attending workshops, courses, and professional development opportunities
- Manage and review content for the Center's public-facing website, update on a regular basis
- Collaborate and strategize with multiple internal teams to develop a wide range of materials, including web pages, presentations, infographics, online tools, signage, internal communications, newsletters, marketing materials, and publications

- Translate the Center’s strategic direction into high-quality design within an emerging brand identify by determining ideal usage of color, text, font style, imagery, and layout of the Center’s publications
- Identify opportunities for developing partnerships for promoting programs, partnerships, and initiatives
- Actively pitch story ideas about the Center’s initiatives to local, regional, and national media outlets as appropriate, including developing press releases, managing press events, and maintaining a current list of media partners and contacts
- Track, measure, and report the effectiveness of communications campaigns and events on increasing the Center’s reach to stakeholders and target audiences
- Coordinate with the Data, Research, & Evaluation Manager to collect organizational data to drive marketing of the Center’s services and initiatives
- Assist in the development of policies, procedures, and protocols for the Center’s staff related to communications, including the development of media releases, social media policies, and procedures for engaging with the news media

### **Other Duties**

Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time, with or without notice.

### **Minimum Qualifications**

- Bachelor’s degree in communications, public relations, marketing, journalism, or a related field.
- Minimum 3 years of experience working in dynamic and entrepreneurial start-up environments.
- CPR & First Aid certifications, or ability to certify upon hire.
- Ability to effectively interact and collaborate with educators, parents, and Flint kids.
- Satisfactory criminal background check and unprofessional conduct check.

### **Required Skills & Abilities**

- Excellent verbal and written communication skills.
- Excellent interpersonal and negotiation skills.
- Demonstrated media relations skills
- Strong analytical, strategic thinking, and problem-solving skills.
- Strong organizational skills.

### **Compensation & Benefits**

- Starting salary range: \$35,000-\$45,000 per year based on education and experience
- Competitive benefits package including 401(k), health, vision, and dental benefits