



## **Job Listing: Marketing and Community Outreach Coordinator**

Huron County Growth Partnership is a non-profit public-private partnership that facilitates business and community growth through economic development and chamber of commerce activities and services. The Growth Partnership aims to grow our community & economy, support businesses, secure resources for our community, and make a name for our community.

### **Job Description**

The Marketing and Community Outreach Coordinator is a dynamic, energetic representative of our organization. The Coordinator must possess a high level of flexibility in order to simultaneously proactively represent the organization out in the community, while effectively managing day to day marketing functions of the nonprofit. The Coordinator reports to the Executive Director and works closely with the entire team of 6 full time employees.

### **Roles & Responsibilities**

#### *Marketing Planning*

- Work with Director to identify & implement strategies, campaigns, and promotions in line with organizational goals.
- Study and understand the organization's various target audiences – Current businesses, new businesses, community stakeholders, and general public.
- Effectively communicate marketing goals amongst the team and support colleagues in aligning their work with marketing goals.

#### *Digital Marketing*

- Implement comprehensive digital, social, web, email content and solutions that align with organizational goals.
- Effectively manage and grow e-mail marketing database.
- Oversee the organization's social media accounts management, develop engaging, creative, innovative content for regular scheduled posts.
- Oversee website - create and manage content, coordinate regular updates, coordinate with vendors when necessary.
- Support analytics and reporting with google analytics, google AdWords, and other relevant sites to analyze and report on performance and website traffic.

#### *Event Planning*

- Work with the team to identify goals, objectives, and agenda for each event.
- Coordinate logistics and planning of the organization's programs and events.
- Source, recommend, and coordinate with offsite event venues and other vendors.
- Provide administrative oversight of event vendors including budgets, invoicing, and payment.

### *Community Outreach*

- Represent Huron County Growth Partnership at meetings and events throughout the community.
- Build strong relationships with partners, clients, and stakeholders.
- Effectively source projects and opportunities in line with the Partnership's mission through networking, outreach, and partnerships.
- Seek opportunities to promote Huron County Growth partnership such as speaking engagements, events, and other opportunities.

### *Branding & Communications*

- Support the team's use of brand guidelines – oversee use of logo and look and feel of the Partnership's digital and print collateral.
- Support team with graphic design.
- Manage media relations, write and distribute press releases.

### *Special Projects & Other Duties*

- Special projects as they relate to the implementation of the organization's overall business & community growth strategies.
- Additional duties as assigned.

### **Qualifications**

- 2+ years in marketing, communications, or related field.
- Bachelor's Degree or equivalent in marketing, business, or a related field.
- Graphic design, photography, and technical skills preferred.
- Proficient in computer software including Microsoft Office Suite.
- Must be willing to learn industry specific software.
- Strong interpersonal skills and ability to communicate effectively orally and in writing.
- Entrepreneurial spirit and growth mindset.
- Must be able to prioritize tasks and time with minimal supervision and work as an effective team member.
- Valid driver's license required and the ability to lift 25 lbs.

### **Compensation**

The Marketing and Community Outreach Coordinator is a full-time, salaried position. The position is typically daytime hours but will require occasional evening & weekend responsibilities in accordance with job duties and will receive flex time accordingly. The salary range for the position is \$40,000-\$50,000 commensurate with experience and qualifications.

### **To Apply**

To apply email a resume and cover letter to [director@norwalknedc.com](mailto:director@norwalknedc.com). Applications will be accepted and reviewed on a rolling basis.