

MARKETING COORDINATOR JOB DESCRIPTION

OVERVIEW

The Marketing Coordinator will manage the milestones and day-to-day tactics related to all marketing projects and initiatives. The ideal candidate will be a strong project manager, have a passion for detail and ability to collaborate across cross-functional vendor teams, work hand-in-hand with the Programs team, and ensure error-free and on-time execution for all marketing projects. She/He/They must be a self-starter and excel at writing. This role will also manage a marketing calendar, assist with development of content across channels and support the Chief Marketing Officer in executing the overarching marketing strategy.

JOB RESPONSIBILITIES:

- Manage marketing and content calendar for entire digital platform
- Manage all web updates, SEO/SEM oversight, database marketing, email, and newsletter campaigns
- Assist with project tracking and digital asset management
- Contribute to marketing effectiveness by identifying short-term and long-range issues that must be addressed
- Collaborate with internal and external teams to create landing pages and optimize user experience
- Help to develop PowerPoint presentations and report outs to senior leadership
- Write and edit copy for the website as well as manage content editors

QUALIFICATIONS/SKILLS:

- Marketing track with deep understanding of integrated campaigns across digital platforms
- Experienced in creating and developing content for digital
- Excellent copywriting and copy-editing skills
- Experienced Project Manager with impeccable attention to detail and follow through
- Ability to multi-task and be flexible in a fast-paced and changing environment
- Self-motivated team player

EDUCATION, EXPERIENCE, AND LICENSING REQUIREMENTS:

- Bachelor's or master's degree in marketing, digital or related field
- Proven work experience in a marketing department or role
- Knowledge of MailChimp or similar email newsletter platform a plus
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, and/or display advertising campaigns
- Video editing skills a plus
- Project Management Certification a major plus

ABOUT THE ELEVATE PRIZE FOUNDATION

The Elevate Prize Foundation was created in 2019 by entrepreneur and philanthropist [Joseph Deitch](#), with the idea of making good famous. The Foundation aims to amplify the impact of innovators, activists, and problem solvers, drive change together, and awaken the hero in all of us. Its signature program, the Elevate Prize, commits \$5 million in funding and services to 10 social entrepreneurs annually, where over the course of two years, the Foundation works with each winner to leverage their platforms to raise awareness, share their stories, and build fanbases to further drive their work forward. The Foundation awarded its inaugural class of [10 winners](#) in October 2020. This year's winners will be announced in October 2021. For more information, visit www.elevateprize.org and follow @ElevatePrize on Facebook, Instagram, LinkedIn, and Twitter.