

## POSITION DESCRIPTION

<b>Position Title:</b>	Marketing Coordinator	<b>Department:</b>	Communications & Marketing
<b>Reports to:</b>	Senior Director of Marketing & Design	<b>Salary Range</b> <i>(Commensurate with Experience):</i>	\$60,000-\$70,000
<b>FLSA Status:</b>	Exempt	<b>FT/PT:</b>	Full Time

### Essential Position Functions

We are seeking a talented Marketing Coordinator to join our team at [Citizens & Scholars](https://citizensandscholars.org). As a vital member of our organization, you will play a key role in increasing awareness of our mission and driving audience, revenue, and partnership growth projections.

Collaborating closely with our marketing and communications team, you will be responsible for executing our multichannel marketing plan. You will create and implement breakthrough campaigns to achieve our programmatic goals, develop our audience, as well as support specific team and project objectives.

#### Digital and Social Media Management:

- Manage and enhance Citizens & Scholars' social media accounts to amplify our mission and engage our audience effectively.
- Drive the development and execution of innovative digital and social media campaigns that align with our organization's objectives.

#### Marketing Resource Development:

- Create dynamic marketing and promotional toolkits, guides, and resources to empower brand ambassadors, peers, and advocates in delivering our message effectively.

#### Paid Media Campaigns and Partnerships:

- Execute strategic paid media campaigns and partnerships to achieve desired outcomes, including lead acquisition, website referrals, narrative change, and successful donation campaigns.

#### Website Support and Maintenance:

- Collaborate with the Communications Manager to support the development and maintenance of our website, ensuring content is up to date, accessible, and search engine optimized.

#### Marketing Collateral Production:

- Produce and disseminate impactful marketing materials across various channels, including print, email, and social media, targeting key stakeholders of Citizens & Scholars.

#### CRM Management and Analytics:

- Serve as the point person for CRM initiatives, coordinating segmented audience lists and subscriber databases in platforms such as MailChimp and Salesforce.
- Create and manage analytics dashboards and processes to monitor and report on key performance indicators (KPIs) for all digital marketing activities.
- Performs other duties as assigned in support of C&S initiatives.

### Qualifications

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent experience).
- 3-5 years related experience preferred.
- Proven experience executing marketing plans and digital campaigns.
- Strong knowledge of social media platforms and trends.
- Excellent written and verbal communication skills.
- Proficiency in CRM platforms (e.g., MailChimp, Salesforce) and analytics tools.
- Detail-oriented with exceptional organizational and project management abilities.
- Familiarity with website content management systems (CMS) and SEO best practices.
- Some travel to the NJ home office is required.

### Our Core Values

- We are constantly learning and improving. We test and refine new ideas and learn from our mistakes. We dare to question old solutions. We seek opportunities to collaborate with our diverse team; different backgrounds, skill sets, and thinking styles give us valuable new perspectives. We share knowledge and insights with each other to help us grow as individuals and as an organization.
- We value diversity, equity, inclusion, and belonging for all. We believe that we are stronger for our differences, and we acknowledge, respect, and appreciate them. We actively work with and learn from everyone—across all demographics, backgrounds, ideologies, and geographies. We identify areas where we differ and, for the good of the organization and each other, we explore and engage with differing perspectives.
- We are gracious and grateful in all that we do. We invest in our relationships with warmth and a sense of humor. We express gratitude to all our colleagues and stakeholders. While we strive for excellence, we recognize that no one is perfect. We give others the benefit of the doubt and act with kindness and integrity.
- We are attentive and intentional. We are aware of the needs of the world and those around us so that our work has a real impact. Our work is mission-driven and we know the “whys” – both large and small – behind what we do. Recognizing that details matter, we are equally committed to quality.

### Physical Demands of the Position

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Making substantial movements (motions) of the wrists, hands, and/or fingers to type, write, file, perform clerical tasks, and/or operate a computer.

- Speaking/talking to express or exchange ideas or provide instructions.
- Hearing with or without correction to perceive normal speaking levels.
- Must have the ability to receive detailed information through oral communication.
- Must have the ability to travel.
- Sitting at a desk frequently
- Occasionally may have to exert 10-15 pounds of force to lift, carry, pull or otherwise move objects.
- Walking/moving about to accomplish tasks, from one part of the office to another.
- Visual acuity with or without correction to prepare and analyze data and figures, view a computer terminal, read extensively, operate office machines, and to determine the accuracy, neatness and thoroughness of the work assigned.

#### Work Environment

The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this position.

- The worker is mainly subject to an office environment and there is climate-control; not substantially exposed to adverse environmental conditions.
- The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this position.
- The employee will work up to three weeks of each month from a remote location and should be prepared to engage in work meetings via teleconferencing, with sufficiently robust internet access to do so.
- The employee must be prepared to participate in collaborative virtual and/or in-person meetings in the organization's Princeton, NJ office during at least three consecutive days of one week each month (specifically, the Tuesday, Wednesday, and Thursday of Team Week), plus occasional other days as assigned.
- Periodically, the worker is subject to an office environment and there is climate control; not substantially exposed to adverse environmental conditions.

#### To Apply

Simply email your resume to [opportunities@citizensandscholars.org](mailto:opportunities@citizensandscholars.org) with "Marketing Associate" as the subject of the email. Please include your resume as a Word or PDF attachment to the email and paste your cover letter in the body of your email.

C&S will consider all qualified applicants for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status, or any other basis protected by law. This position may require pre-employment screening potentially including a criminal background check, verification of academic credentials, licenses, certifications, and/or verification of work history.