Position Title: Marketing and Communications Coordinator

Department: Marketing and Communications

Reports To: Director of Marketing and Communications

Location: Remote

FLSA Status: Exempt, Full time
Exempt, Part time

Summary: The Marketing and Communications Coordinator is an enthusiastic team member of PWSA | USA’s Marketing and Communications department reporting to the Director. They provide brand management support and assist with the implementation of marketing, public relations, communications on our various platforms, and strategic planning. This position is available for a full-time or part-time employee and will require some travel.

A developed skill set of the following is required, among others:

- Content writing
- Social media scheduling/management
- Email marketing
- WordPress

Additional skills preferred:

- Adobe Creative Cloud
- Graphic design
- Video marketing
- Google / Microsoft program suites

Duties & Responsibilities:

- Assist with creating content for and scheduling of PWSA | USA’s social media
- Assist with PWSA | USA’s media relations activities including writing press releases and participating in strategic communication efforts
- Support PWSA | USA’s virtual and in-person events
- Develop content, design, and layout for PWSA | USA’s email communications
Develop and design layouts, including copy and images, for promotional materials, signs, PowerPoints, brochures, reports, stationery, and other branded collateral

- Assist with video marketing projects
- Make necessary updates and create content for PWSA | USA’s website

Key Accountabilities:

- Regular, reliable attendance
- Meeting deadlines
- Working positively and constructively with teammates, Board members, vendors, and PWSA | USA constituents to advance the association’s mission.
- Advancing knowledge and understanding of PWS by continual learning, listening, reading, and participating in PWS program activities and events.

Qualifications:

- A minimum of two years of experience in the communications and/or marketing field; nonprofit experience a plus
- Degree (or equivalent) in Marketing and/or Communications
- Experience with Blackbaud is a plus
- An understanding of the principles of website design and accessibility standards, specifically with WordPress
- Demonstrate solid ability to create written content, graphic design and print materials, social media content, and video marketing
- A keen eye for detail and the ability to manage multiple priorities
- The ability to work remotely and autonomously while adhering to schedules and deadlines
- Must be willing to travel for select in-person PWSA | USA events

Please send your resume to clarsen@pwsausa.org by Wednesday, August 16th.