



Job Title

Marketing and Engagement Coordinator

General Statement of Duties

The Marketing and Engagement Coordinator is responsible for executing marketing and community engagement strategies for the organization. This position will focus primarily on organizational marketing efforts, volunteer recruitment, and Northern Colorado community engagement, as well as supporting special event fundraising.

Supervisor

Resource Development Director

Responsibilities

Marketing and Community Engagement

1. Support annual organizational marketing plan, including internal communications, social and traditional media, and community engagement opportunities
2. Engage the Board and community members to develop strategies to increase brand awareness
3. Coordinate preparation, printing, and distribution of marketing materials
4. Oversee networking opportunities and delegate as needed to appropriate staff members/volunteers
5. Develop and maintain relationships with media and marketing partners
6. Work with program staff to collect mission-focused stories and photos

Volunteer Recruitment

1. Lead program volunteer recruitment efforts for the organization
2. Create campaigns and marketing directed toward mentor recruitment, board member recruitment, and other volunteer opportunities
3. Collaborate with other staff for volunteer appreciation, stewardship, and engagement

Special Event and Fundraising Support

1. Support all fundraising events hosted by Partners and events of which Partners is a beneficiary
2. Engage local businesses to support events as sponsors and in-kind donors
3. Promote events through various marketing tactics
4. Assist in revenue development through specific efforts in individual donor development, corporate engagement, grant funding, and other funding channels

Education and Experience

- Bachelor's degree in relevant field, or 2 years of transferrable experience
- Demonstrated knowledge of general marketing practices and principles
- Detail-oriented and organized with excellent written & verbal communication skills, including public speaking
- Computer skills including proficiency in Microsoft Office, email management, digital marketing, presentation software, video conferencing

Desirable Knowledge, Skills and Abilities

- Demonstrated knowledge and experience in creating and implementing effective marketing plans and campaigns and managing marketing partnerships
- Knowledge of fundraising and event management practices and principles
- Ability to garner awareness and support of the organization throughout the community
- Ability to communicate effectively with a wide spectrum of people
- Experience in CRM platforms, email marketing software, graphic design tools, WordPress, and social media platforms

Necessary Special Requirements

Possession of a valid driver's license

Successful completion of Partners background screening process

Ability to work flexible hours, including occasional nights and weekends

Travel within the Northern Colorado Region is required

Other Duties

This description does not state or imply that the duties listed are the only duties to be performed by the Marketing and Engagement Coordinator. Employees are required to follow job-related instructions and perform other job-related functions as may be assigned by the Executive Director, Resource Development Director, or other members of leadership.

Hiring Details

- Submit cover letter and resume through Indeed or to vlewis@poweredbypartners.org
- Job posting is open until filled with a preference for those submitted by 2/28/2025
- We are open to hiring this position between 24-40 hours per week, depending on the candidate's interest and fit; candidates seeking full or part time employment are encouraged to apply
- Compensation:
 - Annual salary for full time: \$41,200 plus competitive benefits package; additional pay provided for bilingual (Spanish/English) individual
 - Pro-rated hourly rate for part-time position, if applicable