



## **MARKETING COORDINATOR:**

This dynamic position will plan and implement strategic marketing initiatives by expanding awareness, engaging the community, and stewarding partnerships to support the Junior Achievement mission focused on career readiness, financial literacy, and entrepreneurship. This is a regional, full-time position with competitive wages, benefits, and bonus potential.

## **POSITION RESPONSIBILITIES & ACTIVITIES:**

- Direct all marketing needs of the organization including creation, review, and distribution of promotional efforts, including but not limited to digital, social, and print media (e.g., newsletters, press releases, annual report, YouTube, etc).
- Develop, integrate, and communicate effective marketing campaigns to share JA's story that can assist with volunteer recruitment and fundraising efforts.
- Build and maintain positive relationships with area media outlets.
- Maintain organizational website, ensuring data accuracy and vision alignment.
- Create and maintain donor and volunteer stewardship plan, to include donor recognition groups, developing the budget, and communicating the plan effectively with the JAEI team.
- Collaborate with Junior Achievement team to create effective marketing tools that meet the needs of the Development and Education teams.
- Liaison to JA USA marketing team.

## **REQUIRED COMPETENCIES:**

- Act as a team player by appropriately involving others in decisions and plans that affect them. Regularly invites and builds on the ideas and input of colleagues and work groups.
- Consistently make sound decisions on everyday issues. Demonstrate a drive to work towards resolving routine and unexpected problems with innovative and alternative solutions.
- Ability to communicate effectively with a wide variety of audiences and demonstrate capacity to actively listen. Connect with others by taking a genuine interest and relate in an open, respectful, and friendly manner.
- Inspire and energize others to action to further Junior Achievement's mission by clarifying the purpose and impact.
- Identify and anticipate the expectations and needs of various Junior Achievement stakeholder needs.
- Ability to manage data appropriately and efficiently. Proven proficiency in Microsoft Office Suite products, specifically, Word, Excel, and Outlook.
- Proficient in Adobe Suite, specifically InDesign, Photoshop, and Illustrator.

## **JUNIOR ACHIEVEMENT OF EASTERN IOWA VALUES:**

This position description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related duties required by their supervisor. This document does not create an employment contract implied or otherwise, other than an "at-will" relationship.

- Belief in the boundless potential of young people
- Commitment to the principles of market-based economics and entrepreneurship
- Passion for what we do and honesty, integrity and excellence in how we do it
- Respect for the talents, creativity, perspectives, and backgrounds of all individuals
- Belief in the power of partnership and collaboration
- Conviction in the education and motivational impact of relevant, hands-on learning

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