



Towards Employment

TITLE: Marketing and Digital Content Coordinator
FLSA: Exempt
FULL/PART-TIME: Full-time

BACKGROUND

Founded in 1976, Towards Employment is a non-profit leader in providing innovative solutions to move people out of poverty and into quality jobs. Towards Employment has gained local and national recognition for achieving excellent outcomes through the hard work of its dedicated staff of 55 and a \$5 million annual budget. Towards Employment offers a continuum of support for individuals preparing to enter the workforce or looking to advance while also fulfilling the staffing needs of local employers. For more information on the organization, please visit www.towardsemployment.org.

SUMMARY

The Marketing & Digital Content Coordinator will coordinate the Towards Employment and any social enterprise print and digital media, communications strategy and message implementation. This effort will effectively share how Towards Employment provides Clevelanders with services that provide tools to find a job, navigate life's obstacles and secure a path towards a long-term career. We believe results of Towards Employment programming are life changing and this position will ensure Towards Employment is effectively sharing this message.

ESSENTIAL FUNCTIONS

Marketing / Communications

- Manage Towards Employment website maintenance and updates
- Analyze website traffic and generate monthly reports that inform future implementation
- Ensure website is updated regularly with relevant and accurate information
- Build and implement Towards Employment's social media strategy and presence
- Develop a social media strategy and calendar
- Generate and post daily content that reinforces TE's programs and mission
- Analyze social media posts and generate monthly reports that inform future implementation
- Work with other departments or programs to get the word out about events, happenings or fundraising campaigns
- Lead the production, content and design development, and distribution of all TE communication vehicles – e-newsletters, e-blasts, print collateral, fliers, etc.
- Create all content and formatting for programs and event marketing materials
- Coordinate with hired graphic designers to uphold TE's brand standards and voice as needed
- Collect and maintain a library of Towards Employment participant success stories
- Maintain and monitor communications and marketing metrics
- Manage and implement any Towards Employment social enterprise social media, marketing and communication strategies

Public Relations

- Develop and manage integrated Towards Employment editorial calendar
- Update and maintain media contact list
- Assist in the coordination of media stories including the development of press releases, media advisories, and press conferences
- Monitor, analyze and communicate PR results on a monthly basis

Fund Development

- Assist with development and execution of all donor-related fund development collateral including annual fund, special niche or seasonal campaigns, and direct mail campaigns
- Assist in the solicitation of donor requests both in print and digital formats
- Produce reports from the donor database as needed

Events



Towards Employment

- Manage event marketing and promotion including website presence, collateral and presentations
- Participate in outreach efforts and as a representative of the organization at conferences, meetings, speaking engagements, and external events, as assigned

Internal

- Assist every department with delivering its message
- Coordinate with all programs and departments on marketing and messaging
- Manage / police brand guidelines
- Support outreach with content, design and materials

Other

- Participate in the general administration of marketing and fund development department
- Run reports from donor and grant database as needed
- Provide support to Director of Marketing & Development in marketing areas
- Provide additional duties as needed
- Act as an ambassador of Towards Employment

REQUIREMENTS

The ideal candidate will demonstrate a commitment to TE's mission and values; have a professional demeanor; ability to work in a fast-paced, deadline driven team environment with excellent interpersonal, verbal, and written communications skills; have a proven record of high quality work; and be self-driven.

Education and Experience

We seek an innovative, results-driven, service focused, and kind individual who shares our passion and commitment for TE's mission to fill this role. We require:

- Bachelor's degree
- Sharp eye for visual design and proficient in Adobe Creative Suite
- Command of MS Office applications
- Proficiency in CMS systems including HTML coding
- Public relations experience and familiarity with local media
- Experience with social media platforms

Competencies

Success in this position also requires:

- **Detail Orientation** – Prioritizes the importance of accuracy in all matters; ability to review work and identify errors; values high quality work product and responsiveness.
- **Relationship Building** - Ability to work effectively and collegially with people with a diverse cultural, socioeconomic, racial and educational backgrounds; ability to understand and bridge relationships between constituents and stakeholders, internally and externally.
- **Confidentiality and Discretion** – Ensures a high level of discretion at all times, on all matters.
- **Communications Champion** - Outstanding ability to effectively communicate with others, internally and externally; seeks clarification as needed to ensure expectations are clear and work product is on point.
- **Flexibility** – Able to be flexible in the face of changing circumstances or plans. Willingness to engage comfortably through change.
- **Schedule Flexibility** – Able work or attend events outside of traditional work hours or on weekends.
- **Social Justice and Racial Equity Advocate** – Passionate about promoting racial equity and inclusion at personal, organizational and systems levels; Understands the concepts of institutional and structural racism and bias and their impact on underserved and underrepresented communities.



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Interested candidates should submit their cover letter and resume to hr@towardsemployment.org for consideration.