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## Marketing Coordinator – Job Description

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[Represented Foundation](#) is a Brooklyn-based nonprofit organization helping founders of color enter, navigate and thrive in the social impact field. Our mission is to close the diversity gap in social impact leadership, by leveraging a network of diverse, highly-skilled volunteers to teach Black and Brown founders of mission-driven organizations to use entrepreneurship as a tool for creating equity.

### ***Marketing Coordinator Responsibilities:***

The Marketing Coordinator is a part-time, contracted position. The tentative start date for this position is May 10, 2021. This position reports directly to the Executive Director. The Marketing Coordinator will be responsible for creating exciting, authentic and engaging communications to Represented Foundation's donor and entrepreneur community.

### ***Marketing Coordinator duties include: (but not limited to)***

- Communications + Campaigns – 40 %:
  - Produce (1) monthly donor newsletter
  - Co-produce (1) monthly newsletter with Assistant Director of Programming for Represented Foundation entrepreneur community
  - Use mailchimp to design and send campaigns for program updates and major wins
  - Update company communications tracker
  - Respond and redirect inquiries from company website
  - Provide marketing teams from partner agencies with marketing assets and brand info
  
- Website Maintenance – 25%:
  - Facilitate development of 'engagement' page on company website
  - Write copy for "engagement" page
  - Correspond with *Flipcause* website developers using their preferred request method for website updates
  - Update copy on company "programming" page with program outcomes
  - Update blog page as needed with original or repurposed content
  
- Assets creations – 15%
  - Compile company brand guide and strategy documents into internal 1-page document
  - Review and update external presentations and reports using brand guide
  - Develop promotional assets for social impact incubator including
    - individual graphics of fellows
    - video clips of instructors
    - partners collateral
  - Review and update program impact reports

- Social Media – 20%
  - Track social media analytics
  - Post content on social media using Later
  - Write copy for weekly social media graphics
  - Creating monthly editorial calendar

***Experience/Qualifications:***

- A passion for storytelling
- Proven experience liaising with corporations and diverse communities
- Working experience in digital marketing
- Insanely strong writing skills
- Extremely sharp eye for detail-oriented and organization
- Comfort working in presentation management tools like Canva or Google Slides
- Solid design skills
- Able to work independently
- Some familiarity with the social impact or entrepreneurship fields
- At least 4 years' experience in marketing and communications
- A passion for eradicating social inequities in communities of color
- Solid knowledge of website and marketing analytics tools
- Bonus experience with video editing
- Demonstrated experience leading email and social media campaigns

***Salary/Income:***

Marketing Assistant will be compensated at an hourly rate of \$30/hr and work approx 20 hours per week

***To Apply:***

Please email resume, and link to marketing website, online portfolio or writing sample to [noel@representedfoundation.org](mailto:noel@representedfoundation.org). Title your email 'Marketing Coordinator' and include resume as a pdf document.

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[www.representedfoundation.org](http://www.representedfoundation.org)

