

ADVERTISING AND PUBLIC RELATIONS COORDINATOR

JOB ANNOUNCEMENT

The San Antonio Education Partnership, a non-profit 501(C)(3) organization, seeks a motivated professional to serve as Advertising and Public Relations Coordinator.

The San Antonio Education Partnership

The Advertising and Public Relations Coordinator (Advertising & PR Coordinator) grows, shapes and maintains San Antonio Education Partnership's (SAEP) presence and strength within various media platforms. The Advertising & PR Coordinator helps solidify SAEP's reputation and branding. The Advertising & PR Coordinator consistently demonstrates SAEP core values of communication, integrity, excellence, respect, innovation and teamwork internally and publicly.

Responsibilities

- Responsible for maintenance and regular updates to SAEP website(s).
- Creates digital, graphics, and informational materials for public distribution.
- Creates social media, email marketing and campaigns for special program events.
- Builds and maintains a communications calendar for social media platforms
- Plans, implements, manages, and monitors the organizational social media execution to increase brand awareness, improve marketing efforts and increase consumer engagement.
- Works cross-functionally with other programs to facilitate workshops, outreach, and engagement of students across programs.
- Provides representation and presentation in the community that is professional and friendly in order to encourage program participation.
- Attends outreach events for all programs to create brand awareness and highlight our mission in action.
- Creates and executes original content that will engage students through social platforms; Instagram, Facebook, Twitter, LinkedIn, and TikTok. Develops campaigns to help achieve programmatic goals.
- Prepares press releases as directed.
- Prepares and sends e-mail blasts monthly.
- Provides support for Chief Development and Outreach Officer for program outreach preparation and participant follow-up.
- Calculates in-kind donations by recording program gifts, program volunteer and intern service hours for submission.
- Participates in communications counsel for UP Partnership.
- Researches program trends and opportunities and provides program managers and agency leadership with relevant reporting to stay professionally current in the college access and success field.
- Creates all marketing collateral for San Antonio Education Partnership.
- Creates presentations, videos, infographics that displays organizational impact for publication and community awareness.

Qualifications

- Bachelor's Degree from an accredited college or university. 1 – 3 years experience working in field or related area considered in lieu of degree. Must be actively enrolled in accredited college or university for degree completion.
- Bilingual (English/Spanish) preferred
- Knowledge of information gathering techniques, processes, practices and data security; ensures all donor information is properly protected
- Demonstrated ability to propose and implement plans and strategies
- Ability to communicate clearly and effectively, both verbally and in writing, demonstrates approachability
- Ability to work effectively with diverse stakeholders, fosters an environment of positivity and focused results

- Strong sense of self-motivation, ability to work with minimal supervision, creates priorities and ability to function effectively with multiple projects on short timelines
- Valid driver license and ensure personal vehicle; provide proof of minimum state-required insurance indicating individual insured for the specific vehicle to be used for work travel

Working Conditions

- This position will require working occasional evenings and weekends.
- Personal vehicle is required.
- Opportunity for flexible work environment; some remote work under direction of the Chief Development and Outreach Officer.
- Opportunity to expand creative skills while engaging the public.

Physical requirements

- Physical requirements include visual acuity, speech and hearing, hand and eye coordination and manual dexterity necessary to operate a computer keyboard and basic office equipment
- Subject to sitting, standing, bending, twisting, and/or walking to perform the essential functions

Direct Reports

- No direct reports to this position

To Apply

Qualified candidates should forward a letter of interest, a resume, and three references **by November 24, 2021** to:

San Antonio Education Partnership
Attn: Nangie Lowrie, Operations/HR Manager
131 El Paso
San Antonio, TX 78204
nlowrie@saedpartnership.org

Salary: \$35,000-37,000 + full time benefits to include health, dental, life, vacation leave, sick leave and 401(K) plan with match

The San Antonio Education Partnership is an Equal Employment Opportunity Employer