

# **MARKETING & COMMUNICATIONS COORDINATOR**

## **JOB ANNOUNCEMENT**

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

### **The San Antonio Education Partnership**

The Marketing and Communications Coordinator shapes and maintains San Antonio Education Partnership's (SAEP) presence and strength within the community using various communications platforms. The Marketing & Communications Coordinator helps solidify SAEP's reputation and branding. The Marketing & Communications Coordinator consistently demonstrates SAEP core values of communication, integrity, excellence, respect, innovation and teamwork internally and publicly. Under supervision of the Chief Development & Outreach Officer, the Marketing and Communications Coordinator will:

- Assist with the development and implementation of the organization's marketing, communications, and public relations strategies in alignment with the organization's mission
- Manage the development and production of campaign communications assets, both printed and digital
- Develop and maintain effective media relations strategies while serving as the primary point of contact
- Assist with donor relations as needed
- Effectively communicate and collaborate with the leadership team, program managers, and administrative staff on developing and implementing relevant content for the organization and programs
- Create, produce and distribute original content through multiple channels, including layout, design, copywriting, editing, proofing, and photography, in conformity with SAEP's graphics and branding standards
- Maintain knowledge of and implement best practices for writing, designing, and delivering content given the communication channel and track performance indicators/metrics for the channel
- Track website and social media metrics and provide analysis of findings and recommendations
- Responsible for regular updates and content for SAEP website(s).
- Provide support for event preparation, event and event follow-up
- Provide representation and presentation in the community that is professional and friendly to encourage participation
- Partner closely with the leadership team and board to create and execute strategies for goal achievement regarding marketing and communications

### **Qualifications**

- Bachelor's Degree from an accredited college or university with major course work in Marketing, Communication, Business Management, or related field. 3+ years' experience working in field or related area considered in lieu of degree. Must be actively enrolled in an 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 insure personal vehicle; provide proof of minimum state-required insurance indicating individual insured for the specific vehicle to be used for work travel

Demonstrate proficient knowledge of Microsoft Office; and publishing/design software such as Canva, Power Point and Adobe InDesign and Illustrator. Expert knowledge of social media tools including, but not limited to, Facebook, Twitter, Instagram, YouTube, and LinkedIn. Experience using WordPress is preferred

### **Working Conditions**

- This position may require some evening and weekend hours
- Personal vehicle is required.

### **Physical requirements**

- Subject to sitting, standing, and walking to perform the essential job functions

### **Direct Reports**

- No direct reports

### **To Apply**

Qualified candidates should forward a letter of interest, a resume, and three references **by October 28, 2022** to:

**San Antonio Education Partnership**  
**Attn: Nangie Lowrie, Operations/HR Manager**  
**131 El Paso**  
**San Antonio, TX 78204**  
[nlowrie@saedpartnership.org](mailto:nlowrie@saedpartnership.org)

***Salary: \$52,000 – \$60,000 + 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*