



AKRON  
COMMUNITY  
FOUNDATION  
ENRICHING LIVES SINCE 1955

## Marketing & Communications Coordinator

### Role Overview:

The Marketing & Communications Coordinator is a full-time position primarily responsible for a broad range of marketing and communications activities for Akron Community Foundation's Affiliate Funds and special initiatives. This position will also be responsible for assisting other staff with event management, website maintenance, e-communications and more for the community foundation as a whole.

### Reporting Relationships:

Reports to the Director of Marketing and will receive directives from the Vice President, Marketing & Communications on occasion. Other important relationships include other affiliate fund team members.

### Primary Duties and Responsibilities:

- Serves as the marketing lead for Affiliate Funds and other special initiatives as assigned. Provides a variety of marketing and communications support, including digital communications, event communications, social media management, web management, media relations, advertising, publications and more. Works through vehicles and communication channels previously approved by the Vice President, Marketing & Communications (e.g. Facebook, Constant Contact, etc.).
- Attends committee and board meetings as needed or requested by the Director of Marketing or Vice President, Marketing & Communications.
- Maintains regular attendance and a visible presence in the office to be accessible to both internal and external constituents.
- Provides updates, articles and other content on affiliate funds for various foundation marketing initiatives, including the magazine, e-communications, website and more.
- Develops and executes select email marketing initiatives for the foundation.
- Develops and executes select event marketing materials for the foundation.
- Assists with planning and execution of the foundation's media relations.
- Assists with maintenance and updates to the foundation's website, in addition to updates provided for affiliate funds.
- Maintains historical documentation of marketing materials as needed.
- Supports additional marketing projects on an as-needed basis.
- All other duties as assigned.

### Required Skills and Competencies:

- Ability to collaborate with others, including staff, board, donors, vendors, nonprofits and other organizations.
- Professional interpersonal style. Ability to interact well with a diverse range of people. Highly desired personal qualities include self-confident, energetic and diplomatic.
- Required to maintain confidentiality.
- Ability to multitask and work under the pressure of tight deadlines.
- Ability to handle stress.
- Ability to work independently as well as in a team environment.
- Strong oral and written communication skills, with a particular emphasis on strong writing and editing skills.
- Strong planning and organizational skills. Ability to complete assignments independently, professionally and in a timely manner. Ability to make decisions about how to manage and organize own workload.

- Strong critical thinking, problem solving, troubleshooting and decision-making capabilities. Demonstrated ability to identify procedural problems or inefficiencies and to recommend and implement improvements.
- Ability to learn new skills, technology and tasks.
- Strong work ethic, reliable, self-motivated; seeks out ways to be productive and efficient.
- Detail-oriented and accurate.
- Proficient with basic modern office technology (computers, phones, copiers, etc.)
- Proficient in Microsoft Office 365/Sharepoint, Adobe Creative Cloud software, Constant Contact, Canva, and other related software/applications.
- Experience with social media platforms and website content management systems.
- Ability to take direction from others.
- Ability to converse comfortably with donors, board members, volunteers and others, both internally and externally, in large and small settings.
- Ability to relate and work effectively with a diverse group of donors, board members, volunteers and other individuals.

### Required Experience and Education:

- Bachelor's degree in marketing, public relations, communications or a related field required.
- Two to three years of progressively responsible experience in multichannel/integrated marketing required, with a proven track record of success.
- One to two years of experience working with/for nonprofits or a marketing/PR agency preferred.
- Previous project management experience preferred.

### Other:

- Work is performed in an office environment, with some flexibility for remote work available.
- Must be able to meet outside of standard office hours as necessary.
- Occasional to frequent local and regional travel to meetings; infrequent travel outside of the state.

Akron Community Foundation is an equal opportunity employer. The salary range for this position is \$45,000-\$55,000 and also includes an exceptional benefits package, including comprehensive medical and dental coverage, 403(b) match, and a generous holiday and paid leave policy. Please send cover letter and resume with three (3) references to De Shawn Pickett at [dpickett@akroncf.org](mailto:dpickett@akroncf.org) by Friday, April 24. Applications will be considered as they are received, and the position may be filled at any time.