



Position Description Marketing Coordinator

The Sharing Center is celebrating 35 years of preventing hunger and homeless in Seminole County and we are looking for a new team member to help us grow. The Sharing Center is currently seeking a Marketing Coordinator to join us. This role will report to the Associate Director of Marketing & Development.

The Sharing Center is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Overall Responsibility: The Sharing Center is seeking a part-time Marketing Coordinator to support the organization's strategic initiatives for brand awareness, donor stewardship, retail program growth, and acquisition/retention/renewal efforts. This position will be based in our Longwood office. The ideal candidate should be extremely detail and process oriented, have an ability to work on various projects at the same time and be adaptable.

Responsibilities include:

- Oversee multiple campaigns and projects across a variety of platforms, social media outlets and mailing lists to drive connected and enhanced online and social presence.
- Research current industry strategies, understand opportunities and constraints. Be able to develop recommendations based on unique business needs.
- Effectively resolve project issues and escalations by presenting solutions and acknowledging roadblocks.
- Use data management expertise to track donor/volunteer and client engagement, as well as monitoring successes and opportunities.
- Coordinate planned social media advertising, search engine optimization, and search engine marketing campaigns.
- Facilitate the organization-wide, integrated marketing calendar including the production of collateral and content within strict deadlines.
- Manage the creation of promotional and mission-based content, proactively researching new promotional outlets, and coordinating with leadership to ensure desired results.
- Additional duties as assigned.

Time Requirements: 20 – 25 hours per week

Qualifications:

- Bachelor's degree required in Marketing, Communications, Business or other related field
- A minimum of two years experience within social media, digital marketing, or integrated communications
- Vigorous attention to detail while executing multiple projects simultaneously
- Excellent communication (written, oral, interpersonal) and grammar skills
- Proven track record of learning and mastering new technologies
- Fundamental knowledge of digital marketing
- Intermediate or advanced experience with Mailchimp, Google Analytics, Canva, and Facebook; experience working within Wordpress and Salesforce NPSP a plus

Salary Range: \$16 - \$18/hour, depending on work experience and individual's qualifications.

All qualified applicants please submit cover letter, resume, and portfolio to Eric Havens no later than February 26, 2021 at eric.havens@thesharingcenter.org.