



MARKETING CONTENT COORDINATOR

STATUS: Exempt, Full-Time

LOCATION: 386 Main Street, Rockland, Maine

POSITION SUMMARY

The Island Institute seeks a Marketing Content Coordinator to work as a member of the Marketing Team and help maintain the organization's brand and public image, especially as it relates to the Island Institute's online presence. The Marketing Content Coordinator creates content for social media, emails, and the website, working with staff to ensure accuracy of information. This position supports the Marketing Strategist with content calendar inputs, deadlines, and cross-team sharing, and also seeks content assets and permissions for publication as needed. The Content Coordinator supports the broadening of the Island Institute's online audience and increasing the public's understanding of our mission.

The Marketing Content Coordinator is action and detail-oriented and demonstrates project management skills as well as the ability to work with a diverse team of people. This individual is also team-minded and self-aware, able to give and accept constructive and consistent feedback, and committed to the Institute's organizational values. Most importantly, the person in this role must carefully allocate time and organizational resources while working across multiple projects and teams.

Qualifications:

- An undergraduate degree, preferably in media/communications, or a related field
- At least 2 years' experience working in a related field
- Demonstrated experience or a portfolio showing use of social media and planned marketing campaigns to increase visibility
- Exceptional written communication skills; able to effectively convey the organization's mission, priorities, and programs to diverse audiences in a variety of formats
- Superior skills in proofreading and editing
- Experience with technology, including social media platforms, information technology systems, and Office 365 applications
- Experience in graphic design and creating content for different platforms/audiences
- Professional interests that align strongly with the goals of the Island Institute
- Outstanding verbal and interpersonal communication skills
- Exceptional organizational skills, including organizing files, photographs, and other assets
- The ability to give and receive constructive and helpful feedback with staff colleagues

Essential Functions:

- Serves as a member of the Marketing Team and completes tasks assigned in a timely and professional manner
- Contributes and responds to the content calendar, including creating new entries that align with the marketing plan, Communications Committee priorities, and events
- Works with other staff and Marketing team members to create social media, website, and email content, including writing and editing; acquiring photography, videos and interviews; and seeking approvals

- Posts to the appropriate platform(s) as directed by the Marketing Strategist
- Translates key messages from program staff and writes short, succinct posts to get the attention of defined personas
- Implements social media ad buys and promotions as directed by the Marketing Strategist
- Assists in evaluating public opinion through social media, online surveys, and comments
- Reports on web-based metrics (clicks, visits, shares, listens) to the team
- Provides multimedia support for Events including developing web pages, presentations, and event promotion
- Edits and/or proofreads as requested by the Marketing team, including *The Working Waterfront* newspaper and *Island Journal* magazine
- Seeks and participates in professional development opportunities to build cross-sector and essential skills
- Promotes the Institute's work by seeking out new social media audiences, online collaborators, and other external audiences as requested
- Other duties as assigned

Physical Demands and Work Environment:

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- *Physical demands:* the employee is required to sit, enter data using computer keyboard and mouse, stand, walk, bend over occasionally, and move about the office space as well as between building floors. There is no requirement to lift and/or move weights of more than 15 pounds.
- The employee will be expected to travel on occasion by boat and ferry to various island and remote coastal locations.
- There will be times when working long hours on evenings and weekends will be required.
- *Work environment:* The noise level in the work environment is usually minimal.

The Marketing Content Coordinator position is a full-time, year-round salaried position, starting immediately, with a competitive salary range of \$38,000 to \$48,000 plus benefits. This position reports to the Chief of Philanthropy and Communications.

There is no application deadline, but preference will be given to candidates whose materials are received by September 18, 2020. Only electronic applications are accepted.

To apply, please use [this link](#).

Based in Rockland, Maine, the Island Institute is a nonprofit organization and an equal opportunity "at-will" employer committed to providing equal employment opportunities based upon an individual's ability and qualifications. We do not discriminate against people on the basis of race, citizenship, ancestry, color, religion, sex, sexual orientation, national origin, age, mental or physical disability.

For more information about the Island Institute and our work along the Maine coast, please visit www.islandinstitute.org.