



Marketing Coordinator

ABOUT THE FOUNDATION

The mission of the [Sacramento Region Community Foundation](http://www.sacregecf.org) (Foundation) is to transform our community through focused leadership and advocacy that inspire partnerships and expand giving. As the trusted steward of charitable assets, a community catalyst for meaningful change and the advocate for shaping vital impact through philanthropy, we provide leadership and work with others to produce a thriving community exemplified by opportunities for all to:

- Reside and work in a vibrant economy
- Benefit from a strong nonprofit sector
- Flourish through the strength of our diversity
- Live with a sense of dignity and self-worth

Learn more at www.sacregecf.org.

ABOUT THE POSITION

As part of the Marketing & Donor Engagement (M&DE) team, the Marketing Coordinator provides critical support to the marketing efforts of the Foundation.

The primary goal of the Foundation's marketing efforts is to build awareness of the Foundation's philanthropic services, Strategic Initiatives, and other leadership work to make the community strong and vibrant. The target audiences for promoting awareness and understanding of the Foundation are external and internal, including current and prospective donors, professional advisors, media representatives, nonprofit organizations, business and community leaders and the general public.

This 20-hour per week position reports directly to the Senior Marketing Manager. During the post-pandemic transition, the position will require the ability to work remotely and from the Foundation office in Sacramento.

RESPONSIBILITIES

Consistent with organizational values and strategic goals, assist the Chief Marketing & Donor Engagement Officer and Senior Marketing Manager to execute the Marketing Plan by:

- Implementing the content calendar across communications channels, analyzing performance, and reporting on metrics. Specific responsibilities will include:
 - Coordinating social media for the Foundation's brands
 - Coordinating regular email, direct mail, and event promotions
- Researching and generating on-brand, on-strategy content regarding Foundation programs, services, and partnerships. Specific responsibilities will include:
 - Writing and editing newsletters and magazine articles, social media posts, emails and letters, presentation decks, and other communications pieces.
 - Designing reports and graphics, taking photographs, and producing short video content.
- Managing relationships with vendors, including designers, mail house, printers, and their associated contracts, invoices, and deliverables.
- Providing administrative support by coordinating the marketing calendar, budget, outreach lists, and archive.

SKILLS

Proven ability to:

- Communicate internally and externally to diverse audiences, with knowledge, tact, courtesy, and superior attention to detail.
- Manage, organize, prioritize, and deliver on day-to-day tasks and longer-term projects, individually and as part of a fast-paced team.
- Write clearly, creatively, and persuasively to advance priorities across a variety of channels, tell stories ethically and with an equity-focused lens, and copyedit with a critical eye.
- Create visual communications with attention to principles of design and composition.
- Present concepts, communicate rationale, and collect and incorporate feedback from relevant groups.
- Take direction, carry out assigned tasks, and where appropriate, develop new skills and systems.
- Use technology with savvy, demonstrating advanced fluency in including word processing applications, email, internet searches, database and presentation software (such as Microsoft Office Suite, Adobe Creative Suite, Canva, Constant Contact and

other programs, as needed) and social media platforms/applications (such as Facebook, Instagram, Twitter, LinkedIn, and Later).

- Work collaboratively with individuals and groups of diverse cultural, socioeconomic, and lifestyle backgrounds.
- Uphold the highest ethical standards of integrity, fairness, and confidentiality in all relationships.

QUALIFICATIONS

- Minimum of three years of experience in the field of communications/marketing, preferably in a foundation or nonprofit setting.
- Access to high-speed internet when working remotely and ability to travel to the Foundation when scheduled in-office.
- Interest in the mission, vision, and values of the Foundation.

HOW TO APPLY

Salary commensurate with experience. This non-exempt, part-time position is benefits-eligible (including health insurance, retirement, paid time off, sick leave, and holidays).

The Sacramento Region Community Foundation is an equal opportunity employer. This position will be open until filled. Interested applicants are requested to submit a cover letter and resume to resume@sacregcf.org.

We are happy to answer questions about this position; please email them to resume@sacregcf.org.