POSITION DESCRIPTION

POSITION: Marketing & Communications Coordinator
DEPARTMENT: Membership & Marketing
CLASSIFICATION: Full-time, salary of $38,000 - $41,000

ABOUT SHAPE AMERICA:
SHAPE America — Society of Health and Physical Educators serves as the voice for 200,000+ health and physical education professionals across the United States. The organization’s extensive community includes a diverse membership of health and physical educators, as well as advocates, supporters, and 50 state affiliate organizations.

Since its founding in 1885, the organization has defined excellence in physical education. For decades, SHAPE America’s National Standards for K-12 Physical Education have served as the foundation for well-designed physical education programs across the country. Additionally, the organization helped develop and owns the National Health Education Standards.

SHAPE America provides programs, resources and advocacy that support an inclusive, active, kinder, and healthier school culture, and champions health and physical educators at every level, from preschool to university graduate programs.

SUMMARY:
The Marketing & Communications Coordinator supports the Senior Manager, Marketing and Membership in executing all membership and marketing recruitment, retention, and engagement projects and campaigns across email, online platforms, direct mail, print, collateral, and events, as well as the maintenance of all SHAPE America social media platforms. This person will also work with the Web Manager to build and maintain webpages on the SHAPE America website.

SUPERVISION:
Reports to the Senior Manager, Marketing and Membership

NATURE AND SCOPE OF WORK:
1. Help implement marketing plans for SHAPE America programs, products, and conferences.
   - Manage, curate, craft and send all content for all SHAPE America social media platforms.
   - Utilize design software to create graphics for web, email, and social media usage.
   - Work with audiovisual content to broaden SHAPE America’s message and mediums, for SHAPE America’s audiovisual projects including but not limited to TOY Talk Tuesdays, Unplugged, etc.
   - Help drive traffic to the SHAPE America website using video as well as engaging and branded graphics on social media.
   - Help Membership & Marketing Department implement and uphold brand look and messaging across SHAPE America.

2. Help maintain SHAPE America’s web and online presence.
- Page creation, updates, redirects and removals (HTML5, CSS3, ES6).
- Mobile responsiveness of webpages.
- Instantiate meta-data/keywords for SEO.
- Setting up, maintaining and updating tagged lists in RiSE (web platform).
- Uploading content (PDFs, Word documents, MP4s, etc.) to website and linking on pages.
- Modifying existing PDFs and Word documents.
- Minor audio/video editing, including cutting out silent portions of content.
- Compressing file size (online resources).
- Adding metadata, keywords and alt tags to increase SEO ranking across all sites.

**OTHER DUTIES:**
Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Other duties may be assigned.

**DESIRED QUALIFICATIONS:**
- Bachelor’s degree in marketing or communications, or four years of additional relevant professional-level work experience may be substituted in lieu of a bachelor’s degree.
- 1-3 years of experience in member marketing/communications, member relations, association management, program/product marketing preferred.
- Prior experience using Informz or similar platform preferred.
- Knowledge of Adobe Suite and/or Canva required.
- Excellent written and oral communication required.
- Excellent project management and organization skills; ability to prioritize and effectively see tasks through to conclusion.
- Attention to detail and strong follow up.
- Ability to successfully manage multiple tasks and deadlines simultaneously.
- Proven ability to work independently.
- Have a positive “can-do” attitude and a true passion for what you do.

**LOCATION:**
SHAPE America is a fully remote organization. Travel is required for meetings and/or the SHAPE America National Convention & Expo.

**SCHEDULE:**
Monday-Friday, 37.5 hours per week

SHAPE America is wholly dedicated to recruiting, developing, and retaining a diverse group of talented people. We are committed to provide equal opportunities to all employees and applicants without regard to race, color, religion, gender, national origin, age, disability, sexual orientation, gender identity, or other protected criteria, in accordance with applicable law.