



POSITION OPENING: Marketing & Communications Coordinator

SUMMARY:

The Marketing & Communications Coordinator supports the Director, Membership & Marketing in executing all membership and marketing recruitment, retention, and engagement projects and campaigns across direct mail, print, email/web, collateral, and events. This person will also help support the communications and web team with developing internal and external material and communications to enhance SHAPE America's outreach and image.

SUPERVISION:

Reports to the Director, Membership & Marketing.

NATURE AND SCOPE OF WORK:

1. Assist with the implementation of a multi-channel marketing and communications plan for SHAPE America programs, products, and conferences.

- Manage various email campaigns, including scheduling, template designs, calls-to-action, and content used in the SHAPE America emails.
- Coordinate in-house advertising for print, web, and e-communications.
- Write and submit membership and marketing copy as necessary for SHAPE America's emails, website, other in-house publications or event promotional material.
- Help Membership & Marketing Department implement and uphold brand look and messaging across SHAPE America.
- Work with staff and outside vendors, including graphic designers, printers, mail houses and promotional product companies.

2. Optimize our marketing automation and lead nurturing processes.

- Maintain and optimize automated drip and nurture email campaigns that target all stages of the member lifecycle, from new prospects to engagement to lapsed members.
- Help grow new leads by converting site traffic through calls-to-action, landing pages, and lead generation content.
- Assist Senior Manager, Marketing Communications with driving traffic to the SHAPE America website through placements on other websites, blogs, and newsletters.
- Help drive traffic to the SHAPE America website through the use of video as well as engaging and branded graphics on social media.

3. Identify opportunities to cross-promote and cross-sell organizational resources.

- Integrate the SHAPE America content/editorial calendar into promotion efforts that attract a qualified audience to our owned properties (including blog posts, e-guides, podcasts, posters, webinars, infographics, etc.).
- Coordinate with fundraising team on recruitment and promotion efforts for the health. moves. minds. and Big Feats programs.
- Provide promotional materials for SHAPE America state affiliates for their conferences, workshops, newsletters and journals.

4. Collect and analyze data to measure success.

- Review and analyze statistics related to email and web-based marketing and communication efforts to improve the effectiveness of future marketing efforts and make recommendations on areas for optimization.
- Provide reporting to various departments on email, website, convention, sales, membership, and mobile app analytics.

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. Duties, responsibilities and activities may change at any time with or without notice.

QUALIFICATIONS:

Bachelor's degree in marketing or communications and 1-3 years of experience. Strong computer, video editing, communication, interpersonal, and teamwork skills. Excellent organizational and time management skills, with demonstrated capacity to successfully manage multiple tasks and deadlines simultaneously.

LOCATION:

This position is 100% remote; however, periodic in person meetings will be required. Minimal travel may be required for meetings, including the National Convention.

SCHEDULE:

Monday – Friday, 37.5 hours per week

To apply for this position, send a cover letter, resume, and desired salary to: hr@shapeamerica.org.

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.