

Marketing Coordinator

Eliminating racism. Empowering women. YWCA Metropolitan Phoenix's mission lives in the soul of everyone at YWCA because we demand a world of equity and human decency. We envision a world of opportunity. We commit ourselves to the work of justice. Every day, we get up and do the work, until institutions are transformed; until the world sees women, girls, and people of color the way we do: Equal. Powerful. Unstoppable. All YWCA staff members are expected to function as self-directed members of a collaborative team, to model professional standards and the YWCA Mission, and to help sustain an environment that encourages women's and girls' investment in themselves and the YWCA movement. Successful candidates are on their own racial justice learning journey. We believe in **Self-Managed Teams (Learning, Creating, and Leading Together), Collaboration, Co-creation, Inclusivity, Respect, Engaged and Engaging, Fun and Joy.**

Work Environment: Work is performed primarily in a hybrid environment, in community and in the Glendale office.

Position Summary:

YWCA provides an excellent work environment with competitive pay and the opportunity for professional and personal growth. Success in this position will depend upon a positive outlook, solid work ethic, and the ability to operate in a team environment, as well as function independently where required.

Marketing Coordinator is an exciting opportunity for an organized, initiative-taking individual with excellent creativity who is seeking to join a team of mission-oriented advocates engaging diverse communities. This individual will be executing digital media marketing efforts with support from the Marketing & Brand Manager and will support marketing initiatives for the program and advancement teams. This individual possesses strong attention to detail, works well on a team, and can creatively problem-solve. The Marketing Coordinator engages in their own social justice learning journey and possesses a growth/learning mindset.

The Marketing Coordinator is primarily responsible for supporting the work of brainstorming marketing campaigns and scheduling them out accordingly, understanding and supporting our organization's marketing needs, designing graphics for digital content, scheduling and writing social media posts and emails, updating the website as necessary, and designing and inventorying merchandise. Through a lens of racial, social, and gender justice, this individual will co-create with the team to achieve our goal of connecting the broader community with YWCA's mission and programs, and represent YWCA as a brand ambassador.

We encourage all who are interested and are passionate about serving community, who meet most of the minimum qualifications or skills below to apply. If you or someone you know has experience in marketing at any level, please forward or apply.

Essential Functions

- Design graphics for, write, and schedule social media and e-newsletter campaigns
- Monitor local and national media for ongoing events and topics relevant to YWCA's work
- Produce and manage social media posting and engagement on all platforms, including Facebook, Instagram, YouTube, LinkedIn, and Google Ads
- Exercise judgment in joining new social media platforms, like TikTok and Threads, and make recommendations
- Coordinate website updates and management with Marketing & Brand Manager and internal teams
- Develop, implement, and monitor data for website, emails, social media, and digital advertising
- Develop strong knowledge of the organization's brand, while bringing your own unique, creative vision
- Serve as lead photographer and videographer, capturing videos and photos to be used in marketing assets, edit photos and videos as needed, and manage photo library
- Support and attend certain internal and community events
- Other responsibilities as they emerge

Required Skills

- Demonstrated personal learning journey related to social and racial justice
- Demonstrated proficiency in various computer programs, including: Microsoft Office 365, Adobe Creative Suites, Hootsuite, Wordpress, and various Social Media platforms
- Strong strategic, analytic, and organizational skills
- Ability to take ownership/responsibility of tasks projects assigned/held and navigate quickly between projects as necessary
- Knowledge of marketing practices and principles and graphic design concepts
- Highly motivated, self-directed, and proactive problem solver
- Ability to navigate with empathy across audiences
- Work collaboratively within a team environment
- Excellent communication skills – both verbal and written

Desired Qualifications

- Associate degree or 2 years of demonstrated skills, class-work or internship experience in the design and execution of digital marketing activities
- Bilingual/Spanish proficient, both verbal and written
- Ability to interact with community members, program participants, staff, and donors at all levels with a high level of professionalism, displaying qualities of the mission and vision of YWCA
- Can coordinate multiple tasks simultaneously
- Ability to be flexible and adaptable to changing work environments, priorities, and organizational needs
- Understanding of and commitment to the YWCA mission of eliminating racism and empowering women
- Experience using a DSLR camera



Responsible to: Marketing & Brand Manager

Job Type: full time exempt

Salary: \$45,760 – \$54,080

Schedule:

- 40 hours per week
- Some weeks may require evenings and weekend hours

Benefits: *The first of the month after 60-days of employment*

- Health Insurance
- Dental Insurance
- Flexible Spending Account
- Life Insurance
- Paid Time off
- Vision Insurance
- Retirement Plan (Employer contribution after 2 years)

License/Certification Requirements:

- Driver's License (Required)
- Must be eligible to work in the U.S. (E-Verify confirmation)
- Arizona Department of Public Safety Background Clearance

TO APPLY:

Submit your resume and cover letter

YWCA Metropolitan Phoenix

Subject: Marketing Coordinator

Attn: jobs@ywcaaz.org

Open until filled

YWCA Metropolitan Phoenix is committed to fostering a diverse and inclusive workplace. We are dedicated to hiring employees who reflect the communities we serve, including women, people of color, LGBTQ2S+ individuals, seniors, and people with disabilities. YWCA Metropolitan Phoenix will accommodate you in all aspects of the hiring process. If you require accommodation, we will work with you to meet your needs.