

MARKETING COORDINATOR (FULL OR PART-TIME)

We are posting various positions in the fields of marketing, development, and events and are open to developing and adapting these roles.

SUMMARY:

We are looking for someone who takes strong initiative, possesses a spirit of collaboration, is super positive and a natural creative to join our team as our Marketing Coordinator, to help cultivate the brand of our company, execute strategies, and share our mission.

Please apply if you are hungry, humble, smart and always willing to go the extra mile. Someone who can capture captivating, authentic and ethical storytelling. Someone who can learn new things very quickly, who likes solving problems, and who can process information quickly and think for themselves. Sound like you? Perfect. Keep reading....

Atlanta Angels is an innovative nonprofit that seeks to change the way children, youth and families experience the foster care system. We believe that if we can get every child, youth, and family in the foster care system into our programs, we have a great chance of changing the world we live in.

Our fast-growing organization has a start-up mentality, but also a level of professionalism and drive that is not found in most nonprofits. There is a LOT of opportunity with our company and we are looking for a creative, innovative self-starter who exudes these five core competencies: Professionalism, Passion, Positivity, Initiative, Adaptability.

HISTORY:

Atlanta Angels wraps community around children in the foster care system, as well as their caretakers, by offering consistent support through intentional giving, relationship-building, and mentorship. Our programs are created to help empower children and build sustainable foster homes. Our solution to the foster care crisis are the Love Box family support and Dare to Dream youth mentor programs. Our programs utilize a trauma-informed, wrap-around service model that strengthens relationships between foster families, youth in foster care, and bio families. In 2016, Austin launched its first chapter in Amarillo, Texas and has then grown to open 22 chapters across the Nation, including Atlanta Angels, which launched in 2020.

GENERAL OVERVIEW:

The Marketing Coordinator plays an integral role in setting the execution of our marketing, storytelling, and fundraising efforts and is expected to deliver excellence on all tasks/assignments. The main role of a marketing communication specialist is to create and deploy marketing content to increase awareness and engage potential donors and volunteers to expand Atlanta Angels capacity to serve, with a focus in digital marketing. This looks like communicating the impact of Atlanta Angels' programs through email campaigns, social media content and impact reports. This role will also support development through presentation preparation and event marketing and promotion.



PRIMARY RESPONSIBILITIES:

Work as directed to support the mission and values of Atlanta Angels and the Atlanta Angels staff and volunteers. Duties/tasks as-needed and as-assigned.

- Create and deploy robust marketing campaigns (building out content for all fundraisers, websites, social media platforms, newsletters, videos, and any other relevant platforms)
- Work alongside the Executive Director and other members of the Marketing and Development teams to create captivating content that will be displayed on our website, in our newsletter, and across all social media platforms nationally
- Regularly meet with other team members of the organization, both locally and nationally, to ensure that all marketing efforts are accurately and effectively demonstrating the impact of the organization's programs
- Work with National Angels in implementing new website design and update local website content
- Collaborate to determine the marketing strategy efforts; developing the strategy to drive the organization to that future market position; and executing on that strategy
- Maximize and leverage fundraising tools and social media platforms that are essential to marketing efforts
- Oversee analytics platforms to understand donor and volunteer preferences, priorities, and patterns, particularly through user-generated media, and how that insight can drive more donations and more volunteers
- Attend fundraising events and other volunteer events as necessary
- Assist in obtaining new leads and converting them into donors and volunteers
- Bring fresh ideas, creativity, and POSITIVITY to our team!

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:

- Experience in marketing, brand development, and storytelling (2 years recommended)
- Demonstrable experience in developing efficient strategies for all marketing aspects (branding, content creation, storytelling, campaigns etc.)
- Ability to apply marketing techniques over digital (e.g. social media) and non-digital (e.g. events, press) channels
- A leader with both creative and analytical capabilities
- Outstanding communication (written and verbal)
- BS/BA in business administration, marketing, communications or relevant field
- Strong knowledge of Canva programs
- Experience working with Google Drive and Mailchimp
- Skilled in writing and editing content with an attention to detail
- Ability to work independently and efficiently to meet deadlines
- Strong prioritization, organization, and project management skills
- Experience with SEO, graphic design, and digital marketing



WORK CONTEXT:

Requires using discretion when presenting information to partners, engagement presentations, and discussions of interested parties to avoid disclosing confidential information about a case.

Requires a mixture of working indoors in a traditional office setting and traveling to agency locations, outreach events, etc.

Requires initiative, an eagerness to learn, and willingness to perform the many and various operational tasks required to keep Atlanta Angels running smoothly.

Requires being passionate about the mission and willingness to invest time and personal expertise to grow Atlanta Angels.

REQUIRED:

- Personal Telephone (and possibly conferencing capabilities)
- Personal Laptop / portable computer / tablet
- Personal car, valid driver license, insurance
- Ability to pass state and Federal background checks

PROGRAMS USED ON THE JOB:

- Google Mail
- Mailchimp
- Basic Microsoft Office Applications (Word, Excel, PowerPoint)
- Google Drive
- Canva
- Slack

APPLICATION INSTRUCTIONS

To be considered: Please submit a resume, cover letter, and Marketing Portfolio to Ashley at hr@atlantaangels.org. In your cover letter, please answer the following three questions:

- What inspires you about nonprofit marketing?
- What is one area of our marketing efforts where you feel you could make the greatest contribution?
- As a creative, what would you say are your greatest strengths?
- Why are you interested in working with Atlanta Angels?