

## **JOB DESCRIPTION**

**JOB TITLE:** Marketing Coordinator

**REPORTS TO:** Brand Marketing Manager

**STATUS:** Part-time – Hybrid Remote, Plano, TX

**FLSA:** Hourly/Non-Exempt

**JOB PURPOSE:** The Marketing Coordinator supports activities, details, planning, and successful execution of NCL, Inc. brand marketing, digital presence, and advancement initiatives.

### **EDUCATION AND EXPERIENCE QUALIFICATIONS:**

- High school diploma required
- Experience working in a nonprofit environment preferred
- 1 year work experience in a marketing-related role required
- Proficient in communication skills and presentation capability
- Experience in graphic design or relevant position

*An equivalent combination of education and experience may be considered if applicable and must be directly related to the functions and body of knowledge required to successfully perform the job.*

### **JOB KNOWLEDGE SKILLS, AND ABILITIES:**

- Outstanding written and verbal communication skills with a specific focus on brand voice.
- Effective time management and prioritization skills, especially when supporting multiple team members (Digital Media, Events, Design, and Resource Development).
- Demonstrates strong leadership capabilities.
- Ability to understand a designated strategy.
- Experienced in Word, Excel, PowerPoint, and Google Suite.
- Proficient with a variety of multimedia platforms, graphic design platforms and social media tools.
- Strong relationship building skills, internally and externally including volunteer teams.
- Attention to details and deadlines in a fast-paced creative environment.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Assists with graphic design, social media scheduling, social media engagement, and digital content updates.
- Assists with the production and management of brand resources, ensuring all materials meet NCL, Inc. standards.
- Assists with coordination of media communications.
- Supports pre/post-event activities, registration management, and on-site marketing collateral.
- Assists with Resource Development campaigns, communications, database maintenance and sponsorship tracking.

## Marketing Coordinator

- Supports project tasks to keep marketing campaigns and advancement initiatives on schedule.
- Creates monthly executive summary progress reports regarding digital reach and event impact.
- Coordinates interactions and maintains professional correspondence between staff, volunteer teams, and external vendors.
- Keeps up-to-date with brand guidelines.

### PHYSICAL DEMANDS:

The physical demands described below represent those required to perform the essential functions of this job. Reasonable accommodations may be made for individuals with disabilities.

Bending		Crouching		Kneeling		Standing	
Carrying	✓	Feeling		Lifting		✓	Talking
Climbing	✓	Hearing		Pushing/Pulling		✓	Visual Acuity
Crawling	✓	Keyboard Use		✓	Sitting	✓	Walking
Other: <i>This position is in an office setting and is mostly sedentary.</i>							

**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.