



Activating youth to lead with compassion

Marketing Coordinator Job Description

POSITION OVERVIEW

Working directly under Generation Alive's Associate Executive Director, the Marketing Coordinator will advance the mission of activating youth to lead with compassion by managing and directing all of Generation Alive's marketing efforts. This includes, but is not limited to, social media, design, website, branding, communications and events. This position will serve as a critical piece of Generation Alive's mission and serve to give voice to the rising generation.

ROLES & RESPONSIBILITIES

Social Media/Digital Marketing

- Drive Generation Alive's social media engagement on all platforms: Instagram, Facebook, Twitter, YouTube, LinkedIn, and TikTok.
- Manage a clear & actionable social media calendar and follow through on all agreed upon tasks.
- Report monthly on social media engagement and key metrics.
- Utilize Meta ads to market the mission of Generation Alive as well as our podcast, The Kid Next Door.
- Work with a contracted digital agency to manage our Google Ads process.
- Track & report on metrics and digital engagement data.

Website Development

- Manage and update the Generation Alive website to ensure consistent data, branding, messaging and content.
- Research ways to increase its presence and drive more engagement.

Design/Photography

- Take photos at program events & interview students.
- Serve as the point person for all designs for the organization including publications, event flyers, presentations, etc.
- Manage the storage & organization of photos & videos.

Communications/Email Campaigns

- Manage Generation Alive's regular email campaign cadence.
- Create Email Drip Campaigns for specific events & fundraising initiatives.
- Create and send emails to our Spark Giving Club members.

Event Support

- Participate in the planning and implementation of key fundraising events.
- Take photos and promote every event hosted by Generation Alive.

Staff Involvement

- Contribute as a value-driven staff member of Generation Alive.
- Constantly strive for leadership improvement.
- Serve the mission as needed, including assisting with programs when necessary.

REQUIREMENTS, SKILLS & ABILITIES

- Unwavering commitment to Generation Alive's Core Purpose & Values.

- Passion for the work of Generation Alive and dedication to the mission of empowering the next generation.
- Bachelor's Degree or equivalent experience
- 2+ years of marketing experience, including social media engagement, email marketing, copywriting, and strategic communication.
- Demonstrates graphic design skills and technological savviness.
- High level of tenacity and responsibility.
- Excellent communication and follow-through skills.
- Ability to work independently with minimal supervision and solve problems.
- Strong desire to be a team player and foster productive relationships with staff, interns, volunteers, and donors.
- Openness to learn and a humble spirit.
- High level of energy, integrity, and a good sense of humor.

COMPENSATION PACKAGE

- Starting Salary: \$50,000-\$55,000
- Medical, Dental & Vision Benefits (90% covered)
- PTO: 160 Hours of Vacation per year and Sick Leave (1 hour of paid sick leave for every 40 hours worked)
- Status: Full-Time, Exempt
- Supervisor: Associate Executive Director
- Remote Work: Fridays
- Initial Evaluation Period: 90 days

To Apply:

1. Send resume & 3 references to Audrey McFadden at audrey@generationalive.org
2. Submit application [here](#)