

District Bridges Marketing Coordinator Job Description

Organization

District Bridges is a 501(c)(3) nonprofit organization with a mission to enrich neighborhood vitality by bridging community engagement and economic development opportunities so individuals, businesses, and organizations can thrive together.

Description

Primary Roles: Content Creation, Campaign Support, Data Management

Exempt, full-time (potential for part time or contract work depending on applicant)

District Bridges seeks a dynamic and detail-oriented Marketing Coordinator to support the organization's marketing initiatives at a pivotal stage in our growth. The Marketing Coordinator will report to the Director of Storytelling and Marketing (DoSM) and support them in executing marketing strategies, managing content, and assisting with campaigns that share our impact and mission. This position offers an opportunity to contribute to impactful storytelling and strategic marketing efforts while gaining experience in a collaborative, mission-driven environment.

Responsibilities

Campaign Support and Execution

- Assist in implementing the annual marketing plan, ensuring timely execution of various marketing campaigns and activities;
- Draft press releases for events, activities, grant announcements, etc. with the Events and Engagement and Development teams;
- Manage submissions of PR announcements to news outlets and external marketing partners; and
- Track campaign performance and provide regular updates to the DoSM, including insights and recommendations for improvement.

Content Creation and Management

- Work with the programmatic teams - Small Business Support, Community Navigation, and Events and Engagement - to conceptualize and produce engaging digital content across multiple platforms, including social media, email newsletters, and the organization's blog;
- Attend DB events and activities, capturing video and photo content, specifically with social media in mind;
- Draft designs for digital and print marketing collateral using Air + Canva platforms, adhering to DB Brand Guidelines;
- Manage digital asset organization in Air;

- Support the management of the editorial calendar, scheduling content and ensuring consistency; and
- Support the management of the District Bridges website, ensuring consistent and timely updates to reflect District Bridges' activities and impact.

Administrative and Data Management

- Maintain and update press and marketing contact lists in Salesforce;
- Support the management of external contracts related to marketing and design, including content review and alignment with organizational priorities;
- Assist with organizing and maintaining marketing assets and documentation in Air, ensuring easy accessibility and organization; and
- Track account performance and provide regular updates to the DoSM, including insights and recommendations for improvement.

Organization

- Participate in annual goal setting and workplanning using EOS (Entrepreneurial Operating System), ensuring that all development activities map to the overarching organizational goals and adhere to the District Bridges Strategy Screen;
- Participate in onboarding new hires;
- Participate in a vertical and horizontal Annual Review Process; and
- Support other team members with projects, events, etc.

Skills, Knowledge, and Experience

- High School Diploma or GED required
- 1-3 years experience in marketing, photography and videography, content creation, community storytelling, data management, and/or copy editing preferred
- Technically proficient, with experience in content editing software such Canva, Capcut, InShot, etc, as well as project management software, Google Apps, and Salesforce (or other CRM software) preferred
- Strong customer service skills with the ability to communicate easily, respectfully, and professionally with stakeholders of all ages, ethnicities, and socio-economic backgrounds is required
- A collaborative and cooperative mindset is required

Physical Requirements

This position requires the manual dexterity sufficient to operate phones, computers, and other office equipment, and the ability to sit and to use a computer for significant periods of time. Some evening and weekend work is required.

Compensation

Salary ranges are available on the District Bridges website. In addition, District Bridges offers a competitive benefits package including:

- 100% medical insurance coverage at the Silver Level and access to dental insurance at a group rate

- Flex benefits through JOON
- Unlimited PTO
- Paid Federal and Local Holidays (16)
- Access to an organization sponsored 401K plan
- Access to commuter benefits
- Access to professional development opportunities
- Access to Paid Family leave