POSITION DESCRIPTION

<table>
<thead>
<tr>
<th>Position:</th>
<th>Marketing Coordinator</th>
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<tbody>
<tr>
<td>Purpose:</td>
<td>Aligned with the Goering Center’s strategic plan and mission, develops and executes unified, integrated marketing campaigns to promote the Goering Center brand and programs.</td>
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<td>Reports to:</td>
<td>Director of Operations &amp; Programming</td>
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<td>Status:</td>
<td>Part-time / 20 Hours per Week</td>
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<td>Core hours:</td>
<td>Flexible, but spread over three or four days</td>
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Primary Responsibilities

The Marketing Coordinator is a valued contributor to the Goering Center team, developing highly creative promotions that ensure our events and institutes operate at full capacity. He or she is a champion of the brand, using their creativity to reach a multi-generational audience across a variety of communications channels. This is a hands-on roll for a creative generalist who is capable of writing copy and designing for print or web.

- Creates unified, integrated marketing campaigns to promote the Goering Center brand and programs. Campaign elements will include email blasts, print and digital advertising and newsletters/supplements, web copy, blog posts and social media.
- Ensures all program materials – including slide presentations and accompanying handouts – are compelling, easy to understand, and consistently represent our brand.
- Collaborates with the Goering Center team and Marketing Committee to develop inbound marketing content including white papers, infographics and other resources sought by family and private businesses.
- Develops/updates print and digital versions of all Goering Center marketing collateral and slip sheets. Works with Marketing Co-Op and Assistant Director to ensure most current versions are on website; notifies team of updates and archives or purges outdated materials.
- Assists the Operations & Program Director manage production deadlines; delegates appropriate work to Marketing Co-Op.
- Other duties as assigned.

Knowledge, Skills & Abilities

- Solid copywriter capable of writing for a variety of channels (email/social/web/print). Must be familiar with AP style guidelines and an excellent proofreader.
- An innovative graphic designer who can be highly creative within the confines of established brand standards.
- Capable of developing integrated marketing campaigns – one idea, executed across multiple channels, producing a desired set of results.
- Familiar with content management tools (Q5 preferred but not required).
- Must be able to produce work that resonates with a multi-generational business community.
- Adobe Creative Suite / Microsoft Office / PC environment.
- Video editing experience preferred but not required.
Performance Competencies & Behaviors

Client/Customer Service. Ability to develop and maintain strong relationships with Goering Center team by listening and understanding and responding to identified needs.

Consulting/Advising Ability to provide advice and counsel. Ability to understand Goering Center mission, members, programs, its organization and culture.

Knowledge - Technical possession of a high level of technical skill or knowledge in the area of design and copywriting and the ability to keep up with current developments and trends in these areas of expertise.

Project Management Ability to provide oversight for project(s) and all related activities in that setting to include quality assurance. Ability to establish a set of tasks and activities associated with an intended outcome and timeline. Ability to ensure actions are performed and/or implemented to achieve the results of the project.

Technical Solution Development Ability to demonstrate a methodical and logical approach to addressing the team’s needs. Ability to use innovative solutions where appropriate.

Measurable Goals

Project Management
  - Completes campaigns accurately and in accordance with the production schedule
  - Target: meet quarterly “rocks” and monthly scorecard goals

Champions the Brand
  - Develops a Goering Center branding campaign that is reflected across promotional materials
  - Target: Demonstrates an understanding of brand standards; enforces brand guidelines

New Core Members
  - Identify core member “suspects.”
  - Target: Recommend 15 quality Core Member suspects to Membership Director annually