



Senior Marketing Coordinator

CED is seeking an experienced Marketing Coordinator who brings equal parts strategic, tactical and creative know-how to a dynamic role. The Senior Marketing Coordinator role is essential to CED's continued growth and its ability to serve the entrepreneurial ecosystem. In this role, you will develop, manage, measure and present on a variety of internal and external marketing and branding initiatives. If you enjoy taking marketing concepts from ideation to execution in a collaborative and fast-paced environment, we encourage you to apply.

Responsibilities:

- Co-design marketing plans and strategies, in conjunction with the Director, Customer Experience, and execute annually
- Create press releases, advertisements, and other marketing material in print and online formats
- Administer our brand including guideline enforcement, internal communication templates, and branded external communications
- Develop and edit web content (experience with Drupal is a plus)
- Define and execute CED's social media strategy
- Create presentations, signage and event materials (sponsor packages, presentations)
- Design digital communications for multiple audiences, including newsletters and event invitations
- Work cross-functionally to develop targeted content for multiple customer segments
- Design and execute targeted email campaigns, manage email lists, and templates
- Provide ongoing metrics as a means of analyzing, maximizing and improving web traffic, online and targeted-marketing opportunities
- Design and prepare annual reporting including Funding and Network Engagement report

Must haves:

- 3-4 yr. experience in a marketing role
- Proficiency in Adobe Creative Suite: InDesign, Photoshop, and Illustrator
- Proficiency in GSuite, Microsoft Office, and other PM tools
- Experience working in Salesforce, MailChimp and Drupal
- Excellent written, editorial and copywriting skills
- BA/BS in Marketing, Communications or Business with a marketing focus
- A desire to grow professionally in a collaborative team setting

Nice to have:

- Experience with creating content strategies
- Experience with event marketing
- Experience developing marketing metrics



Some **personal qualities** we find attractive at CED are an adaptive nature, intrinsically motivated, coachable with a strong desire to learn, data/metric capable, action-oriented, and highly collaborative. A sense of humor and happy disposition is welcomed, too.

It's **good to know** that CED is a nonprofit organization that offers competitive salaries, medical and dental benefits, a Simple IRA plan, and more. We are centrally located at The Frontier in RTP.

How to apply for this role: please draft a cover letter that explains your interest in CED, why you are pursuing a career in marketing, and why this particular role is an ideal fit for you. Bundle that with your resume and send to Kelly Rowell, Director of Customer Experience, at krowell@cednc.org. And just so you know, there is always extra credit for creativity.