

TITLE: Marketing Coordinator

REPORTING RELATIONSHIP: Reports to the Chief Marketing Officer

LOCATION: Chicago

TRAVEL REQUIREMENTS: Minimal travel required

Full-time, non-exempt position

PRIMARY FUNCTION: The Marketing Coordinator reports to the Chief Marketing Officer and will be primarily responsible for the management of the PFF's video content, email communications, and website. This position will also assist with a variety of projects within the Marketing and Communication department.

DESCRIPTION OF DUTIES: As the Foundation's Marketing Coordinator, you will have responsibilities including, but not limited to, the following:

- Video and photography production
 - Assist the Programs and Development Department with any projects related to video production
 - Assist the Conferences and Meetings Department with activities related to the PFF Summit
 - On occasion, take photos for events or initiatives, and edit photography for promotional use.
- Organization Communications
 - Serve as staff lead on creation and distribution of PFF eNewsletters and targeted eBlasts
 - Manage the Foundation's email schedule by working with all departments to ensure proper timing and appropriate audience
 - Maintain the Foundation's brand image through website, email communications, social media, and video
- Serve as staff lead for the management of the PFF's YouTube channel
- Website
 - Daily website maintenance and ongoing updates to visual and functional elements
 - Serve as staff lead on Google Analytics data to explore strengths and potential issues
 - Work with website vendor on upgrades and solving errors
- Social media initiatives
 - Assist the Communications Manager with managing the Foundation's social media accounts by planning content and engaging with followers
 - Manage the President and CEO's Twitter account
 - Monitor trends within the community on social media
- Maintain department invoices and budget

- Along with the Communications Manager, ensure that the department's calendar is up-to-date and that deadlines are met
- Support the Communications Manager in the development of various types of content, including:
 - Disease education materials
 - Materials needed in connection with the *PPF Summit*
 - Donor communications including appeals, invitations, and stewardship reports
 - *Breathe Bulletin*
 - Annual reports
 - Press releases
- Provide support to the Chief Marketing Officer and Communications Manager as needed

QUALIFICATIONS:

Required

- Minimum of bachelor's degree in Marketing-related field
- Excellent organizational skills
- Strong knowledge of applications related to video production
- Strong knowledge of social media applications
- Proficiency with MS Office Suite, Internet and email applications
- Ability to establish and maintain constructive business relationships with internal and external stakeholders while maintaining integrity and confidentiality
- High ethical standards

Strongly preferred

- Knowledge of Adobe Creative Suite, Google Analytics, Constant Contact, Microsoft Suite
- Photo retouching experience
- Knowledge of the Chicago Manual of Style and the Associated Press Stylebook
- Strong writing and editing skills