



Marketing Coordinator

About The Center at Belvedere

The Center is a nationally accredited, award-winning nonprofit that creates opportunities for healthy aging through social engagement, physical well-being, civic involvement, creativity, and lifelong learning. Its new home, The Center at Belvedere, is designed to be a modern, vibrant community hub.

We are committed to creating an environment that is welcoming, just, equitable, and inclusive, without biases or discrimination based on differences of any kind. We are looking for people to join us in this effort; the only healthy environment is one that reflects and respects the rich diversity of the communities we serve.

About the Job

As we expand to meet the needs of a growing population, effective marketing is key to fulfilling our potential as a community resource. Under the supervision of the Marketing and Communications Director, the Marketing Coordinator develops and implements the organization's marketing and advertising programs in order to expand awareness, drive participation, and ensure consistent, engaging presentation of The Center's brand to both internal and external audiences.

In return we offer an environment where everyone's opinion matters, where new ideas are welcome, and where everyone appreciates the value of a healthy work-life balance. The opportunity for growth and into a wider range of marketing and communications activities is available.

About the Ideal Candidate

You are supremely organized, multi-talented, and energized by the challenge of opening minds to the power of healthy aging. You are a whiz with MS Office, think metrics and analytics are fascinating, have a keen eye for good design, and love pitching a good story. You write well and concisely, believe in the Oxford comma, and have experience across all areas of marketing. You possess common sense, good judgment, and a sense of humor; you are dedicated to excellent customer service; and you thrive in a fast-paced environment that requires both individual and collaborative effort.

Qualifications

- BS/BA in marketing, communications, or related field
- Proficiency in MS Office Suite
- 3–5 years of work experience with a wide range of marketing functions, including communications, advertising, and public relations
- Experience with budget and strategy development

Knowledge, Skills and Abilities

- Superior organizational skills and the ability to prioritize and coordinate multiple projects and competing work demands while meeting tight deadlines
- Excellent writing, editing, and proofreading skills, plus a keen eye for detail in general

- Positive interpersonal skills that include ability to graciously supervise volunteers and relate to seniors
- Motivated self-starter who can work independently and collaboratively
- Creative problem solving and a keen eye for branding continuity
- Basic knowledge of Adobe InDesign and Photoshop a plus

Essential Responsibilities

- Devise and manage local marketing initiatives, including traditional and digital media, that reach the diverse communities served by The Center
- Perform marketing research to better identify target audiences and needs
- Assist in the development, design, distribution, and maintenance of high-quality print and electronic collateral, including annual report, brochures, presentations, and newsletters
- In coordination with membership staff, plan and administer community outreach strategies
- With graphics and social media coordinator, develop and compile regular reports and web analytics to inform content creation
- Identify opportunities for new content and PR projects that drive organizational objectives
- Develop and implement cost-effective media planning and buying strategies that leverage limited resources
- Provide marketing support to other departments
- Related duties as required or assigned

Salary Range & Benefits

This position is full time at 40 hours per week, with a benefits package that includes health and dental coverage, a matching 403(b) plan, vacation, sick leave, and national holidays. Salary is commensurate with experience.

To Apply

Please email your resume and a cover letter to virginia@thecentercville.org with “Marketing Coordinator” as the subject line. In your cover letter, please speak directly to your experience and your interest in working with The Center.

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