

**Job Title:** Marketing and Engagement Specialist

**Salary Range:** \$42,000-\$44,000 per year

**FLSA Status:** Exempt (Hourly)

**Level:** 3 – 4 depending on experience

**Hours:** Full Time

**Position Summary:** The IYG Marketing and Engagement Coordinator oversees the organization's social media, newsletters, and website. They will also work closely with the Director of Engagement to plan and execute IYG's fundraisers and special events. The position also acts as a copywriter, copy editor, and graphic designer as needed.

**Essential Responsibilities:**

- Social media management
  - Create and schedule social media posts for Facebook and Instagram (and any future platforms). Create graphics as necessary.
  - Collaborate with staff to ensure programs, services, and events are properly marketed.
  - Set up and manage Facebook event pages.
  - Moderate and respond to comments and messages as necessary.
- Graphic design
  - Create graphics, flyers, and posters for events, social media, and programming.
  - Distribute graphics digitally via social media, email, newsletters, etc.
- Website
  - Create, edit, and update website content in collaboration with staff.
  - Coordinate with website developer and web host tech support as necessary.
- Copyediting/Copywriting
  - Assist in the writing, editing, and proofreading outward-facing communications.
- Newsletters and Email Blasts
  - Craft and distribute IYG's monthly newsletter in collaboration with staff.
  - Proofread and edit submissions as necessary.
  - Create, edit, and send email blasts to subscribers.
  - Manage, update, and maintain database of newsletter subscribers.
- Special Events
  - Work with Director of Engagement and event committees to plan and execute special events and fundraisers.
  - Assist Client Services team in planning and executing youth events.
  - Manage event registration and ticket sales for special events through Network for Good.
  - Assist in events set up and staffing.
  - Lead promotion and marketing of all IYG events.
  - Attend occasional outside events to represent IYG, staff booths, etc.
- Other duties as assigned.

**Reports to:** Director of Engagement

**Requirements and Qualifications:**

- At least one year of experience in social media and/or communications.
- At least one year of experience in events planning and management.
- Basic working experience and understanding of Adobe Creative Cloud Suite and/or Canva.

- Basic proficiency in Microsoft Office.
- Highly organized with strong planning, time management, and critical thinking skills.
- Outstanding communication skills.
- Basic understanding of LGBTQ+ matters and issues with the interest and ability to learn and remain up to date on their everchanging nature.
- Associate degree in marketing, communications, English, or related field preferred.
- Must be able to perform essential duties with or without reasonable accommodation including physical tasks such as lifting, pushing, pulling, and climbing.
- Occasional nights and weekends required.
- Must be vaccinated for Covid and provide proof before starting work.
- Must pass all background checks.