

***We strongly encourage people of color, transgender, and non-binary people to apply. IYG is an equal opportunity employer and welcomes everyone, including non-LGBTQ+ people, to join our team. Don't meet every single requirement? Studies have shown that people from marginalized communities are less likely to apply for jobs unless they meet every single qualification. At IYG, we are dedicated to building a diverse, inclusive, and authentic workplace, so if you're excited about this role but your experience doesn't align perfectly with every qualification listed, we encourage you to apply anyway. You may be the right candidate for this or other roles.*

Indiana Youth Group Job Posting:

Internal posting dates: 03/22/2024 to 03/29/2024

Job Title: Marketing and Engagement Specialist **Starting Salary range:** \$43,000.00-\$46,000.00 per year

FLSA Status: Exempt/Salaried

Hours: Full Time

Location: Indianapolis Campus with occasional travel to other campuses

Position Summary: The Marketing and Engagement Specialist helps to ensure the visibility and operational success of IYG, at all current and future campuses, by overseeing the marketing of the organization and its programs including social media management and digital marketing. This position also plans and executes IYG's fundraisers and special events in collaboration with the Engagement Team. Other key duties include copywriting, copy editing, and light graphic design. This role collaborates heavily with the Director of Engagement, who will act as a support, guide, and a resource. A strong working relationship between these two roles is essential for success.

Essential Responsibilities:

- Marketing Operations and Strategy (40%)
 - Oversee all elements of day-to-day marketing activities and longer-term campaigns/projects including scheduling under the direct supervision of and guidance of the Director of Engagement.
 - Collaborate with the Director of Engagement to identify and implement best practices and strategies to ensure the long-term success of the department and IYG as a goal.
 - Collaborate with staff to ensure programs, services, and events are properly marketed on a mutually agreed schedule.
 - Collaborate with staff to develop collateral materials such as flyers, brochures, and documents.
 - Design promotional "swag" and merchandise, such as t-shirts, pens, buttons, stickers, etc.
 - Manage relationships with printing and promotional vendors to create, order, and reorder collateral items and "swag"/merchandise.
 - Oversee social media in collaboration with the Director of Engagement to ensure proper implementation of strategies and timely posting.
 - Platforms include Facebook, Instagram, and Linked In with potential to expand to new platforms over time.
 - Create and schedule social media posts per IYG standards and timelines.
 - Moderate and respond to comments and messages as necessary.
 - Set up and manage social media event pages.
 - Meet weekly and as necessary with the Director of Engagement to review effectiveness and reassess strategy.
 - Graphic Design
 - Create graphics, flyers, and posters for events, social media, and programs.

- Distribute graphics digitally via social media, email, newsletters, etc.
- Communications (30%)
 - Assist in the writing, editing, and proofreading outward-facing communications.
 - Craft and distribute IYG's monthly external newsletter using submissions from staff.
 - Proofread and edit submissions as necessary.
 - Create, edit, and send email blasts to subscribers.
 - Manage, update, and maintain database of newsletter subscribers.
 - Create, edit, and update website content.
 - Coordinate with website developer and web host tech support as necessary.
- Special Events (30%)
 - Plan and execute the following events in tandem with the Director of Engagement with the support of the Engagement Team:
 - IYG Celebration (Spring)
 - IYG Auction (Summer/Fall)
 - Assist in the planning and execution of 2-3 smaller functions throughout the year
 - Manage event registration and ticket sales for special events through Network for Good platform.
 - Assist in setting up and be present for all IYG Engagement events
 - Lead promotion and marketing of all IYG events.
 - Attend occasional external events to represent IYG, staff booths, etc.
- Other duties as assigned.

Reports to: Director of Engagement

Requirements and Qualifications:

- At least four years of experience in marketing, social media, and/or communications.
- At least two years of experience in project management.
- At least two years of experience in events planning and management.
- Intermediate working experience and understanding of Adobe Creative Cloud Suite and/or Canva.
- Basic proficiency in Microsoft Office (Word, Excel, PowerPoint).
- Highly organized with strong planning and critical thinking skills.
- Outstanding communication skills with the ability to handle multiple lines of communication at once.
- Exemplary time management and organizational skills with the ability to multitask regularly.
- Basic understanding of LGBTQ+ matters and issues with the interest and ability to learn and remain up to date on their everchanging nature.
- Bachelor's degree (or higher) in marketing, communications, English, or related field OR equivalent work experience required.
- Must be able to perform essential duties with or without reasonable accommodation including physical tasks such as lifting, pushing, pulling, and climbing.
- Occasional travel and evening and weekend work required.
- Must pass all required background checks.
- Must be vaccinated for Covid and provide proof before starting work.

****If you are interested in this job and meet the above qualifications, please turn in a resume to Rann DeStefano and indicate the job you are applying for at the time.**