



## EFFECTIVE LEADERSHIP ACADEMY

### **Job Description: | Full-time Marketing & Communications Coordinator**

Effective Leadership Academy (ELA) is seeking a creative, organized, and detail-oriented Marketing & Communications Coordinator to support the development of marketing materials and content that drive awareness, engagement, and program participation. This role is ideal for a professional (2-3 years of experience) who enjoys bringing ideas to life through strong visuals and clear, compelling messaging.

The Marketing & Communications Coordinator will focus primarily on creating, updating, and managing marketing collateral and digital content that supports ELA's programs, partnerships, fundraising efforts, and events. Working closely with internal teams, this role helps ensure ELA's brand, voice, and impact are reflected consistently across materials. This is a highly hands-on role, centered on execution, and offers an opportunity to grow marketing skills while contributing to meaningful, community-based work.

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#### **Why Join ELA**

At ELA, marketing is not just about visibility; it's about impact. This role offers the opportunity to shape the story of an organization that equips people with the leadership, workforce readiness, and life skills they need to succeed. The Marketing & Communication Coordinator will play a critical role in helping ELA grow its reach, deepen partnerships, and expand its impact across the region and beyond.

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#### **POSITION EXPECTATIONS:**

##### **Marketing Materials & Content Creation**

- Lead the creation, design, and continuous improvement of high-quality marketing collateral supporting ELA's programs, events, partnerships, fundraising, and advancement efforts across digital and print platforms
- Develop visually compelling, on-brand materials including annual reports, program one-pagers, presentations, digital toolkits, event assets, social media graphics, and sales and partnership collateral
- Support program launches, fundraising campaigns, and special initiatives through coordinated marketing efforts that translate strategy and impact into clear,



audience-specific messaging

- Collaborate with program, development, and leadership teams to understand goals and timelines, ensuring marketing materials effectively support organizational priorities
- Ensure brand consistency, visual identity, and message alignment across all materials, maintaining accuracy and fidelity to ELA's mission, voice, and values
- Utilize Canva as a primary design and collaboration tool to efficiently produce, update, and distribute materials while enabling cross-team access and scalability
- Apply experience with Adobe Creative Suite (e.g., InDesign, Illustrator, Photoshop) for advanced design needs, layout, and refinement of professional-grade collateral
- Manage version control, templates, and asset organization to improve efficiency and ensure timely delivery of materials
- Continuously seek opportunities to elevate storytelling through design by incorporating data visualization, testimonials, and impact metrics

#### Social Media Oversight & Planning

- Oversee social media strategy and planning across platforms
- Review content calendars and provide recommendations to ensure consistency, relevance, and impact
- Monitor trends and engagement data to optimize messaging and reach

#### Digital Presence & Website Updates

- Update ELA's website to ensure content is current, engaging, and aligned with programs, events, and organizational priorities
- Collaborate with internal teams to refresh web content for programs, impact reports, fundraising initiatives, and partner outreach
- Identify opportunities to improve user experience, storytelling, and conversion paths

#### Revenue & Growth Support

- Collaborate with leadership and business development to support revenue-generating efforts, including program sales, partnerships, and fundraising campaigns
- Develop marketing assets that support sponsorships, donor engagement, and institutional partnerships
- Help identify new growth opportunities through targeted outreach and messaging
- Participate in ELA training and professional development.

#### Professional Expectations & Team Culture

- Foster a collaborative, solution-oriented approach while contributing a positive and proactive mindset to team efforts.
- Apply creative problem-solving skills to develop innovative ideas that drive efficiency, growth, and impact.
- Participate in monthly in-person team meetings and additional in-person meetings



as needed to support alignment and collaboration.

- Partner with ELA staff on a range of administrative responsibilities and special projects, contributing to smooth day-to-day operations and organizational initiatives.

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**REPORTS TO:** Heather Lee, Vice President and Chief Operating Officer

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### **QUALIFICATIONS**

- Bachelor's degree in marketing, communications, or a related field
- 1-3 years of marketing experience, preferably within education, nonprofit, or mission-driven organizations
- Experience with key marketing tools and software including:
  - Social media platforms including Facebook, LinkedIn, and Instagram
  - Website content management system Webflow
  - Email marketing platform Mailchimp
  - Graphic design tools and templates (e.g., Canva, Adobe Creative Suite)
- Strong writing, storytelling, and content development skills
- Experience updating websites, digital content, and marketing materials
- Knowledge of social media platforms, analytics, and best practices
- Highly organized, collaborative, and able to manage multiple priorities
- Passion for youth development, education, and mission-driven work

**A portfolio is required to highlight graphic design skills and strong writing ability that bring programs, impact, and brand storytelling to life.**

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### **PHYSICAL REQUIREMENTS, ESSENTIAL JOB DUTIES, and WORKING CONDITIONS:**

- Ability to be present at ELA offices, NEO schools, businesses, or organizations when assigned
- Ability to communicate information and ideas so that others will understand as well as observe details within the workplace or in programming to engage coworkers, students, clients, and perform essential functions
- Ability to drive/sit for up to one hour while traveling to programming or client meetings



- Ability to lift and safely transport up to 20 lbs. of program materials from office to car to school/organization and/or move up to 20 lbs. across office for various needs.
- Must be able to be in a stationary position to operate computer, type, (for extended periods of time/50% to 75%) use copy and printing machine, and other office machinery as needed
- Ability to position self to maintain files or professional materials
- When working remotely, must be able to:
  - Self-provide a secure, private, and stable internet connection
  - Be able to work in a private, reduced-noise environment free from distractions and interruptions
  - Be able effectively operate virtual meetings
- The employer retains the right to change or assign other duties to this position as required

## **DISCLAIMER**

- **The employee must be able to perform the essential functions of this role satisfactorily and, if requested, reasonable accommodation will be made to enable employees with disabilities to perform the essential functions of their job, absent undue hardship to the employer.**

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**Annual Salary:** \$50,500 annual salary

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## **WHAT MAKES ELA GREAT:**

- 401k with match after 90 consecutive days of service
- Hybrid work model
- Fun quarterly team events
- A supportive, dynamic team that drives an amazing mission!