

## Job Listing: Marketing Coordinator

### Epicenter

**Location:** Memphis, Tennessee

**Reports To:** Director of Operations

### Summary

Epicenter delivers high-impact resources to entrepreneurs using innovation to solve challenges in Memphis and the Delta Region. We help founders launch, grow, and scale high-growth, high-impact companies while strengthening the region's startup ecosystem through strategic partnerships, storytelling, and investment.

The Marketing Coordinator will develop and lead Epicenter's integrated marketing, branding, public relations, and storytelling strategy aligned with our mission as the Innovation Hub of the Delta. Reporting to the Director of Operations and collaborating closely with the Programs and Executive teams, this role defines how Epicenter presents itself across all channels, crafting a compelling narrative that attracts entrepreneurs, investors, corporate partners, and civic stakeholders while reinforcing our commitment to inclusive innovation.

### Key Responsibilities

#### Strategic Leadership & Narrative Direction

- Lead the development and execution of Epicenter's integrated annual marketing and communications strategy, positioning Memphis as the innovation hub of the “Digital Delta,” and Epicenter as the catalyst for inclusive innovation.
- Lead storytelling and content creation for donor stewardship, including impact reports, corporate spotlights, thank-you campaigns, and post-event follow-ups that demonstrate return on investment and community impact.
- Develop annual plans and performance metrics for all marketing and communications initiatives; track progress monthly and adjust tactics in response to data, trends, and stakeholder feedback.
- Oversee and coordinate the work of consultants, creative agencies, video producers, and vendors to maintain brand consistency, quality standards, and timely delivery across all channels.

#### Brand, Narrative & Storytelling Strategy

- Lead the ongoing evolution and stewardship of Epicenter's brand identity that consistently reinforces our position as Memphis's innovation leader.
- Translate complex programmatic work, innovation challenges, and impact data into clear, compelling stories that highlight entrepreneurs, portfolio companies, diverse technical talent, and measurable ecosystem outcomes.
- Oversee the development and distribution of core communication assets including newsletters, impact reports, brand campaigns, pitch decks, one-pagers, video assets, case studies, and thought leadership content.

## **Digital & Content Strategy**

- Manage Epicenter's website as the central hub for storytelling, resource sharing, program discovery, and stakeholder engagement; ensure design integrity, accessibility standards, and content is current and high-impact.
- Plan and execute content calendars across email, social media, and digital channels that strategically support program recruitment, event promotion, fundraising objectives, thought leadership, and community engagement.
- Use analytics, CRM, and digital engagement tools to track performance across channels, understand user journeys, segment audiences by profile (corporate partners, technologists, funders, educational institutions, community), and continuously optimize content mix and messaging.
- Develop and execute specialized content strategies for signature programs including the DelTech Summit, Logistics Industry Opportunity Challenge, Medical Device Operations Challenge, and ZeroTo510, ensuring initiatives receive compelling promotion and impact documentation.

## **Public Relations & External Visibility**

- Serve as the primary point of contact for media and public relations, cultivating strategic relationships with local outlets, industry-specific media across the Delta, and national publications in key verticals (healthcare, logistics, entrepreneurship, agriculture, tech).
- Manage the drafting and distribution of press releases, media advisories, statements, op-eds, and thought leadership articles that position Epicenter, its programs and signature events, and its entrepreneurs as leaders in inclusive innovation and Memphis as a model for equitable economic development.
- Identify and secure opportunities for earned media coverage, speaking engagements, awards, industry recognition, and strategic partnerships that elevate Epicenter's profile locally and nationally.

## **Measurement, Impact Reporting & Continuous Improvement**

- Define and track comprehensive KPIs for marketing and communications performance across multiple dimensions: brand reach and sentiment, engagement metrics, lead generation, program application volume and quality, media coverage, event attendance, partnership formation, and economic impact indicators.
- Produce regular reports and strategic insights for the Director of Administration and Executive team, highlighting performance against targets, learnings from data and feedback, optimization recommendations, and emerging opportunities.

## Qualifications

- 7–10 years of progressive experience in marketing, communications, brand leadership, or public relations, preferably within nonprofit, innovation, entrepreneurship, or economic development sectors.
- Demonstrated success developing and executing integrated marketing and communications strategies that drive measurable engagement, program participation, partnership formation, and organizational outcomes.
- Strong leadership and project management skills, with experience managing creative agencies, vendors, and cross-functional teams in a collaborative environment.
- Proven experience managing digital properties including websites, email marketing platforms, CRM systems, social media channels, analytics dashboards, and content management systems.
- Proficiency with marketing analytics, Google Analytics or similar tools, email marketing platforms, social media management tools, and CRM systems (HubSpot or similar).
- Strong understanding of Memphis's business landscape, key industries (logistics, healthcare, agriculture, technology), and regional innovation ecosystem.

## Compensation

This is a full-time, exempt position with a competitive starting salary of \$70,000. Salary may be higher based on experience and qualifications. Staff members receive a generous benefits package including health insurance, flexible scheduling, paid vacation time and sick time.

## To Apply

Interested candidates should submit a resume, cover letter, and references to [careers@epicentermemphis.org](mailto:careers@epicentermemphis.org) by February 15, 2026. Epicenter is an equal opportunity employer and encourages applications from candidates of all backgrounds. It is our preference that your cover letter reflects your own voice and not be generated by AI tools like ChatGPT.

Join us in driving innovation and supporting the growth of high-potential tech companies in the Digital Delta!