



## **Marketing & Communications Coordinator**

### **The Opportunity:**

Global Village Project (GVP) seeks a **Marketing & Communications Coordinator** who has a passion for building impactful communications through storytelling for our compelling mission. This team member will play a key role in strengthening GVP's brand presence by combining the power of stories with strategies to support our visibility, engagement, and fundraising goals.

The Marketing & Communications Coordinator will be a member of our Development team, reporting to the Director of Development. They will also work closely with our Administrative Leadership & Support team to create consistent messaging across stakeholder groups. As a lead strategist in our communications approach, the Marketing & Communications Coordinator will craft powerful narratives around GVP's impact that amplify the strengths and voices of our students and alumnae.

### **Responsibilities:**

- Co-create and execute a project calendar and overarching vision for marketing, communications, and branding activities with the Director of Development
- Coordinate the development, design, printing, and distribution of various digital and printed materials in support of community engagement and fundraising.
- Manage GVP's social media and email marketing activities with a focus on inspiring connection and action, including producing relevant content, segmenting audiences, tracking and measuring outcomes, and reporting on results.
- Draft and edit compelling messages for diverse audiences and purposes, and generate monthly newsletters and website blog posts under the direction of the Director of Development.
- Lead photography and visual storytelling at events and throughout the school year
- Capture student and stakeholder stories in a culturally sensitive manner.
- Create Eventbrites and invitations to support the Education Teams event such as quarterly Student Showcases
- Ensure GVP's website remains engaging and up-to-date.
- Capture, extract, and update data to enhance impactful storytelling
- Attend all fundraising events to support the Development Team
- Work closely with teammates in crafting messaging, activities, and marketing and communications strategies for fundraising events.
- Cultivate relationships with media for press releases and write and distribute press releases

- Develop creative designs that incorporate photos, videos, and graphics that bring our mission to life and inspire action.
- Build out and maintain analytics tools to assess and report on the effectiveness of our marketing strategies.
- Contribute to a culture that values community, collaboration, and lifelong learning.
- Other duties as required.

**Required Qualifications:**

- Passion for girls education.
- Knowledge of branding, communications, and marketing principles combined with expertise in storytelling.
- Proficiency in multiple communications channels including email and social media.
- Strong writing, editing, and proofreading skills.
- Demonstrated ability to manage multiple projects at once, with attention to detail and high standards for work quality.
- Excitement about working as part of a small but mighty Development team, collaborating closely with one another and other staff.
- Self-motivated and proactive commitment to ongoing learning and improvement, both as an individual and as part of a whole staff team.
- Proficiency working with multilingual, multicultural communities and a personal commitment to the principles of diversity, equity, and inclusion.
- 2+ years of marketing/communications experience on behalf of an organization or group.
- Fluency in written and spoken English.

**Preferred Qualifications:**

- Strong eye for design; experience in the production of graphic collateral and/or print design projects a plus.
- Experience with web content management
- Experience with Google Analytics, Google Ads, and social media analytics
- Understanding of or willingness to learn digital marketing tools
- Proficiency in Canva, MailChimp, Hootsuite, Adobe and WordPress.

**Job Type:** Exempt, Full-time

GVP provides the opportunity to work within a vibrant community dedicated to teaching and learning, social justice, and service. Primary elements of the benefits package include:

- Salary of \$46,000
- 20 paid personal days plus 12-16 designated paid holidays per year, with additional flexibility during summer hours
- Health insurance, including optional dental and vision coverage, and an HRA plan
- Paid parental leave
- Life insurance

- Paid professional development opportunities
- Simple IRA retirement plan with employer contribution
- Limited telework opportunities

We are located in downtown Decatur, across the street from the Decatur MARTA station. The position requires a criminal background check.

**About Global Village Project:**

*Global Village Project's mission is to reactivate the education of refugee girls. GVP's full day academic program serves up to 50 refugee girls tuition-free. GVP is an equal-opportunity employer and does not discriminate on the basis of race, ethnicity, age, religion, social class, marital status, national origin, disability, gender, or sexual orientation. We are committed to fostering a culture of inclusion and encourage individuals with diverse backgrounds and experiences to apply. We especially encourage applications from women, people of color, and those with refugee and immigrant backgrounds who are excited about contributing to our mission.*

Interested candidates should upload their resume and cover letter to the [Marketing and Communications Upload Form](#).