



Southeast Seattle
Education Coalition
sesecwa.org

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Seattle, WA 98144
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Job Description
Marketing and Communications Coordinator
(Approved 10/6/23)

BACKGROUND

SESEC is a coalition of community-based organizations, schools, and parents/caregivers working together to improve education in SE Seattle. We believe by having a collective voice -- one that is inclusive of BIPOC communities and those who are often missing from important conversations -- we can more strongly advocate for equitable educational policies for our children, families, and the SE Seattle community.

SESEC's work is divided into three broad categories: 1) Community Advocacy Programs, 2) Policy and Research, and 3) Operations. This position will support staff in each category by bringing expertise and experience in marketing and communications to strengthen the organization's image with community leaders, parents/caregivers of color, local elected officials, philanthropists, donors, stakeholders, and policy makers.

SUMMARY OF POSITION

The position will report to the Associate Director. SESEC works a hybrid in-office/ in-home work schedule. Regular, in-office hours will be maintained as negotiated with the Associate Director and that meet the needs of the SESEC team. The position is expected to begin within 2 weeks of accepting the job offer. The position provides critical support that broadly includes, but is not limited to website content, social media, marketing and branding, reports, and communications.

This is a ***temporary, contract position funded for 19 months*** at an .80 Full Time Equivalency (FTE) with the possibility of becoming a permanent, full-time staff subject to funding and organizational needs.

Job Title	Marketing and Communications Coordinator
Employment Type	Classified Staff scheduled at .8 FTE with benefits. Non-Exempt
Salary	\$36.06 per hour for an estimated 971 hours during a 7-month period from Dec 2023 through June 2024; then \$37.87 per hour for 1,664 hours for the 12-month period from July 2024 through June 2025. The position will be evaluated for full time (2,080 hours per year) prior to the end of the 19-month term.
Health Insurance	Medical and dental insurance fully paid by SESEC.
Benefits	Personal Time Off, Sick Leave and Holiday hours earned per SESEC Employment Policies
Expenses	Staff will receive mileage, phone stipend, and a supply budget.
Location	This is generally a hybrid (in-office/at home) position with flexible office hours as negotiated with supervisor. There will be ongoing planning meetings with SESEC staff.
Reports To	Associate Director
Start Date	Subject to Negotiation

SUMMARY OF POSITION AND KEY RESPONSIBILITIES

This is a new position at SESEC that report to the Associate Director. The Marketing and Communications Coordinator will work with all SESEC staff and will lead efforts to create deliverables depending on the calendar of events surrounding SESEC, its programs, projects, and fiscal sponsors.

As the Marketing and Communications Coordinator, you will play a pivotal role in advancing our organization's mission by developing and executing effective marketing and communication strategies. You will be responsible for promoting our programs, engaging with stakeholders, and enhancing our brand visibility. The ideal candidate is a versatile and collaborative professional who can create compelling content, manage various communication channels, and help build lasting relationships with our supporters.

Content Creation:

- Develop engaging and informative content for various platforms, including social media, website, newsletter, press releases, and other marketing materials.
- Write, edit, and proofread content to ensure clarity, accuracy, and consistency in messaging.
- Collaborate with team members to gather information and insights to create impactful stories and messages.
- Collaborate with team members to generate regular, ad hoc, and annual reports for funders and stakeholders.

Social Media Management:

- Manage and maintain the organization's social media presence across platforms, ensuring regular and relevant updates. Current platforms include Instagram, Facebook, and LinkedIn
- Create and curate visual and written content to drive engagement, share success stories, and promote events and campaigns.
- Monitor social media trends and engagement metrics to optimize content strategy.

Public Relations:

- Cultivate relationships with local media outlets and journalists to secure press coverage and media partnerships.
- Prepare and distribute press releases and media kits for upcoming events, initiatives, and milestones.
- Handle media inquiries and act as a spokesperson for the organization when necessary.

Branding and Design:

- Ensure consistent branding and messaging across all communication channels and materials.
- Collaborate with graphic designers and vendors to create visually appealing materials, including flyers, brochures, banners, and event materials.

Fund Development:

- Support SESEC board members and staff with the development of materials for individual fund raising.
- Conduct targeted research on individuals for individual donor cultivation and the development of a major gifts campaign.

Event Promotion:

- Assist in the planning and promotion of events, workshops, and fundraisers to maximize attendance and participation.
- Develop promotional materials and outreach strategies to drive event awareness and registration.

Analytics and Reporting:

- Monitor and analyze key performance indicators (KPIs) related to marketing and communication efforts.
- Prepare regular reports on the effectiveness of campaigns and strategies, offering insights and recommendations for improvement.

QUALIFICATIONS AND QUALITIES

- Experience and ability to build trusting relationships with team members, schools, nonprofits, BIPOC community and immigrant and refugee communities, school leaders, elected officials, and community members.
- Able to work independently with limited direct supervision and management.
- Experienced with WordPress, Canva , and other creative tools a plus
- Able to work under deadlines and pay attention to details.
- Fast learner with demonstrated ability to rapidly assess and become conversant in new topics.
- Committed to the mission of equity, cultivating a coalition, building the capacity of schools and community-based organizations.
- Bachelor's degree in Marketing, Communications, Public Relations, or a related field (or equivalent experience).
- Proven experience in marketing, communications, or public relations roles, preferably within a non-profit or community-oriented organization.
- Excellent written and verbal communication skills, with a keen eye for detail and the ability to convey complex ideas in a clear and concise manner.
- Proficiency in social media platforms, content management systems, and basic graphic design tools.
- Strong organizational skills and the ability to manage multiple tasks and projects simultaneously.
- A collaborative and creative mindset, with the ability to work effectively both independently and as part of a team.
- Passion for the organization's mission and a genuine interest in making a positive impact in the community.

RECRUITMENT PROCESS

Submit your application package via email to Associate Director at recruiting@seseewa.org. The application package should include your resume, cover letter (2-page maximum), and a list of three professional references that can speak to your marketing and communication skills (maximum of 5-pages total). Applications received by 10/20/23 will receive first priority for interviews and hiring. BIPOC candidates are encouraged to apply. Please email your application in one document. No phone calls.

SESEC is an equal opportunity employer and is committed to workforce diversity, equity and inclusion.