



Job Posting: Marketing Communications Coordinator, NC Education Corps

### **About North Carolina Education Corps**

NCEC was launched in September 2020 by the North Carolina State Board of Education and Office of the Governor to connect caring adults to students to eliminate barriers to opportunity and unlock student potential. Now as an independent 501(c)(3) not-for-profit, NCEC partners with schools to recruit, train, and coach “corps members” who work for schools as high-impact tutors.

Why high-impact tutoring? NCEC was created to support school personnel and students during COVID-19 and beyond. COVID-19 exacerbated challenges that have long existed in North Carolina. For example, prior to the pandemic data showed that only 36% of North Carolina’s fourth graders could read at or above grade level. State results for the past two years showed young readers in North Carolina falling even further behind due to lost instructional time and added stressors.

High-impact tutoring is an evidence-based approach to accelerating student learning. As high-impact tutors, NCEC corps members provide targeted 1-on-1 to 1-on-3 support to students to extend the reach of teachers and accelerate student growth. For now, all corps members work with K-3 students to help the students master phonics – a foundational skill for learning how to read. It’s lifechanging for students and for corps members.

For more information on NCEC, check out our launch video, program overview, 2021-2022 impact brief, and an overview of our growth trajectory.

### **Job Summary**

The Marketing Communications Coordinator will play a critical role in ensuring NCEC achieves its plans for growth in alignment with its mission, vision, and values by providing supporting marketing and communication campaigns within the organization. Under the direction of the Marketing Communications Senior Manager, the Marketing Communications Coordinator will ensure timely project execution and completion, manage physical and digital marketing assets, and provide critical administrative support. This role will also assist with long and short-form content creation and digital platform management to create narrative assets focused on ongoing NCEC initiatives, including corps member recruitment, school partnerships, corps member learning, and thought leadership. Additional duties consist of managing social media accounts, identifying opportunities for outreach, as well as tracking and reporting on marketing KPIs and trends.

Because NCEC is a growing nonprofit, the Marketing Communications Coordinator must enjoy working within a small, entrepreneurial environment that is mission-driven and results-oriented. This position exercises substantial independent decision-making, a willingness to identify and meet

demands, and a learner's spirit that wants to take on fresh tasks and build new skills. This position must be able to effectively communicate with a diverse range of stakeholders.

## **Responsibilities**

### **Administrative and Project Coordination**

- Maintain an accurate and current inventory and directory of marketing collateral and branded merchandise (swag)
- Assist in researching new material creation and coordinating procurement of swag for all departments through purchase orders
- Coordinate with vendors to support video and marketing collateral production
- Maintain marketing and communications files on shared file management platform
- Manage generic email addresses and ensure appropriate team members reply to emails
- Maintain editorial calendar and digital asset library
- Support the development of training materials related to marketing and communications including but not limited to, website maintenance, CRM support, and additional digital platforms
- Equip new team members with NCEC brand assets, tools, and resources during onboarding
- Support any and all aspects of the NCEC marketing and communications efforts in all departments
- Support the execution of NCEC virtual events as needed

### **Content Writing and Creation**

- Support the team in collecting compelling stories, quotes, and testimonials from key stakeholders through
- Draft a wide range of digital content, with a focus on producing engaging materials that are visually appealing and provide good experiences for corps members, donors, and other stakeholders
- Support digital execution—across email, website, and social media—of recruiting and other engagement campaigns

### **Relationship-Building**

- Identify relevant recruitment partners and stakeholders, build lists and oversee outreach
- Curate up-to-date lists of relevant social media accounts and contacts
- Identify opportunities to creatively and meaningfully engage stakeholders

### **Data and Analytics**

- Maintain organic social media campaigns, and track and share results for continuous improvement
- Track key marketing KPIs and work with Marketing Communications Manager to recommend opportunities for growth
- Ensure data integrity in CRM

Perform other related duties as requested or as responsibilities dictate

## **Qualifications**

### *Required*

- Commitment to the mission and vision of North Carolina Education Corps
- Holds a bachelor's degree in communications, marketing, public relations, journalism, or a related field
- 1-2 years of experience in marketing or project coordinator role
- Detail-oriented, lover of project plans, enjoys creating efficient processes/workflows
- Exceptional written, verbal, and interpersonal skills
- Exceptional copywriting and editing skills
- Demonstrated ability to work on multiple projects simultaneously while managing tight deadlines
- Demonstrated ability to work on projects independently or as part of a larger team
- Comfortable with team follow-up to ensure project success
- Familiarity with marketing tools (HubSpot, Hoot Suite, Mail Chimp or similar)
- Proficiency with basic graphic design software such as Canva or Adobe Creative Cloud to generate digital assets quickly
- Ability to learn new technology as needed

### *Preferred*

1-2 years of experience in the following areas:

- Managing multiple projects with competing deadlines
- Generating a variety of content types including blogs, social media copy, email content, etc.
- Using graphic design software such as Canva or Adobe Creative Cloud to generate digital assets quickly
- Managing a Customer Relationship Management (CRM) tool (HubSpot, Salesforce, etc.) or another web platform (WordPress, Squarespace, etc.)

## **Additional Information**

This is a hybrid position requiring 2 or more days a week in our Raleigh office. Some travel within North Carolina will be required to collect stories and photos around the state and to attend organizational meetings.

## **Pay and Benefits**

The hiring range for this full-time position is \$21.58 – 27.66/hour, depending on experience. This position will receive generous company benefits, including company-paid health, dental, vision, life,

STD and LTD insurance coverages, Flex Spending Account (FSA), 401k with matching, 10 paid holidays, paid sick leave, paid bereavement leave, and 15 days of paid annual leave to start.

### **How to Apply**

Please apply through the simple application form on our website: [nceducationcorps.org/careers](https://nceducationcorps.org/careers). PDF format is preferred for resumes.