

**POSITION DESCRIPTION:**

Junior Achievement of the Palm Beaches & Treasure Coast (JAPBTC) seeks a creative and resourceful Marketing Coordinator to lead the organization's overall marketing strategy and execution, including brand management, e-newsletters, external communications, social media, press releases, website updates, and collateral design. The successful candidate will be highly organized, motivated, collaborative, creative, an effective communicator, and comfortable taking the lead with external partners. This position works closely with the Development and Education teams and reports to the President.

This is a full-time position and is currently remote except for some JA events, which all staff are expected to attend, and team and partner meetings. The Marketing Coordinator will be supplied with a laptop and monitor. Must have reliable internet. Must have reliable access to a vehicle or be able to commute to sites without issue, when needed. Some evening work is occasionally required. Shared office space is available at JA's Venture X office at 700 S. Rosemary Avenue in downtown West Palm Beach.

**PRIMARY RESPONSIBILITIES:**

- Ownership of communications and brand plan in alignment with strategic vision of JAPBTC and JA USA.
- Spearhead and execute on marketing strategy.
- Communicate clearly and effectively with external partners via bi-monthly e-newsletter and social media, while aligning to best practices and responding to analytics.
- Maintain email lists and social media channels.
- Write and distribute press releases.
- Collaborate closely with colleagues to maintain accurate and up-to-date brand standards.
- Lead creation of annual impact report, including design and content, in collaboration with the team.
- Assist in event coverage, including photography and video production.

**GENERAL DUTIES:**

- Maintain accurate records and notes in our constituent database (BCRM). Track personal interactions, solicitations, and follow-up tasks, communicating next steps to the team, as required.
- Collaborate with the Development Team to identify prospective sponsors and partners.
- Collaborate on additional events, including JA Inspire.
- Lend a hand with board meetings, county council meetings, and events.
- Other duties, as assigned.

**PREFERRED SKILLS AND QUALIFICATIONS:**

- Bachelor's degree is preferred.
- A minimum of 1-3 years of successful experience in marketing, or a similar background.
- Must be a strong writer and have excellent oral and presentation skills.
- Strong organizational and time management skills, keen attention to detail, and diligent follow through a must.
- Ability to work effectively in coordinating, managing, problem-solving, and executing projects independently within deadlines, while sticking to a fast-paced strategic plan.
- Ability to work collaboratively with diverse internal and external stakeholders.
- Proficiency in Microsoft Office (Outlook, Word, Excel, PowerPoint, Publisher) and Google Workspace.
- Knowledge and experience with a CRM system, preferably Blackbaud (e.g., Raiser's Edge); familiarity with Monday and Asana a plus.

- Design software experience such as Canva, Photoshop, Adobe applications and platforms, etc.
- Photography/videography/video editing experience is a plus.
- Must have proficiency in social media platforms: Facebook, Twitter, LinkedIn, Instagram, YouTube, TikTok.
- Familiarity with social media tools and analytics.

**PHYSICAL REQUIREMENTS:** The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to: sit, walk, occasionally required to reach with hands and arms, continually required to talk or hear, occasionally required to bend, lift, or climb, frequently required to lift and carry light weights (25-50 pounds), and specific vision abilities include: close vision, distance vision, and ability to adjust or focus.

*This position description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related duties required by their supervisor. This document does not create an employment contract implied or otherwise, other than an “at-will” relationship.*

**APPLICATION AND INSTRUCTIONS:** Please send a *resume AND cover letter* expressing your interest in the position to Administrative Director, Davya DiLauro, [DDiLauro@JuniorAchievement.com](mailto:DDiLauro@JuniorAchievement.com).

### ***About Junior Achievement***

*Junior Achievement’s (JA) mission is to inspire and prepare young people to succeed in a global economy. JA is the world’s largest organization dedicated to educating young people on financial literacy, workforce readiness, and entrepreneurship through programs taught by trained corporate or community volunteers in schools and at after-school sites throughout the world. Together with our school, business, and community partners, Junior Achievement of the Palm Beaches & Treasure Coast draws on its 70+ year history to prepare today’s youth for the workforce of tomorrow. Through our proven, hands-on programs and experiences, middle and high school students learn how to manage their finances, launch their own businesses, make their college and career goals a reality, and become future leaders. We engage volunteers from the business community who understand our students’ lived experiences, and can guide them as they build their confidence, and important life and workplace skills. By focusing on communities most in need of opportunity, we’re transforming students’ lives, making a lasting impact on their families, schools and communities, and creating a more equitable society.*

### ***Corporate Culture Statement***

*We hire the best people, not just the best talent. We work together as one team to deliver our mission. We treat each other with respect, communicate clearly, value diverse opinions, and challenge the status quo on our quest for continuous improvement. We value our people and offer them competitive compensation/benefits, schedule flexibility, and purposeful professional/personal development opportunities. We treat all our stakeholders as important contributors to our ultimate goal of delivering on our mission to inspire and prepare young people to succeed in a global economy. JA provides equal employment opportunities for all applicants. We do not discriminate against any individual or group of individuals on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, or veteran status. We encourage applications from candidates who can complement our diversity, equity, accessibility, and inclusion work by offering unique perspectives and understanding of issues impacting groups that have been traditionally under-represented in the field.*