

Marketing Coordinator

Position Description:

Do you love storytelling and creating connections between communities and a mission driven organization? Are you the type of person who is fascinated by how a thousand small touch points build brand awareness and recognition? Can you take complicated concepts and turn them into easily digestible and compelling content? As LENA's Marketing Coordinator, your contributions will enable more families and educators to ensure all children grow up in a language rich environment and fuel our team to strive for ever greater impact. The Marketing Coordinator reports to the Marketing Manager and will work cross-functionally with various teams at LENA to broaden our impact.

What you will do:

Content Creation and Coordination: You will both create original content and support others' content to promote LENA's work in a positive and compelling manner. Your attention to detail will help ensure materials are appropriately proofed, translated, and tailored to their intended audience. Our team creates a wide array of content to tell our story - from presentations and fliers to newsletters and videos. On any given day, you may be coordinating with our videographers to schedule filming, working with graphics in Adobe Creative Suite, proofing already written materials, coordinating with printers, or writing content for publication in print and online.

Social Media Management: You will be the driver of our social media. From Twitter to Facebook to YouTube, you will be key to content creation, leveraging tools and apps, and driving campaigns to further our mission and our work. Initially it will be about increasing our presence and then building the sophistication to analyze data and customize outreach efforts over time.

Enhance brand recognition: You will support consistent brand representation across the organization and our partners. You will collaborate across departments to publish accurate, relevant, and engaging content for the LENA website, marketing collateral, and social media outlets. Your analytical skills will help you sift through keywords and content to drive search engine optimization.

You will be successful in this role if you:

- Have a Bachelor's Degree and at least two years of professional experience
- Possess exceptional written and spoken communication skills, with experience in proofing and preparing documents for external stakeholders
- Embrace the need for attention to detail and the aesthetic value of materials created
- Resourcefully navigate bumps in the road to complete tasks/projects thoroughly and ahead of schedule
- Demonstrate flexibility and adaptiveness in fast-paced environments
- Recognize how to thrive with ambiguity and manage multiple priorities with grace
- Comfortably distill research and data into recommendations for marketing strategy and tactics
- Can show proficiency in Adobe Creative Suite programs
- Keep up with best practices for engagement across social media platforms and are comfortable publishing on Facebook, Twitter, and LinkedIn

Bonus points if you:

- Are skilled in InDesign and have a portfolio to show for it
- Are bilingual in Spanish and English
- Are familiar with HTML and CMS systems, Wordpress preferred
- Enjoy video editing and are excited at the opportunity to support creation of videos
- Have experience working with a wide array of stakeholders and tailoring materials to their needs

What we offer:

LENA Research Foundation offers the full package- great benefits, an excellent work environment, and the opportunity to have a meaningful and engaging career.

- We offer a competitive salary commensurate with experience.
- We offer generous health and lifestyle benefits including health insurance, paid time off, a matching 401k retirement plan, and more.
- We commit to investing in and supporting our amazing people to grow their careers with us.

Our office is located in Boulder, CO.

What's next:

If you are interested in jumping in and joining our team, please submit a cover letter and relevant resume in a single PDF document to hr@lenafoundation.org