

## **Marketing & Communications Coordinator Women's Business Enterprise National Council (WBENC)**

The Women's Business Enterprise National Council (WBENC) is seeking a Marketing & Communications Coordinator to serve as an integral part of the Marketing & Communications team for WBENC, a national non-profit dedicating to the growth and empowerment of women-owned businesses.

### **About the Marketing & Communications Coordinator Position**

The Marketing & Communications Coordinator will assist the team with key marketing and communications projects, including writing, editing, web content management, and creative campaign ideation and execution. This is a fast-paced, hands-on opportunity to develop and nurture your digital marketing and communication skills.

The ideal candidate will be a strong writer, savvy with social media, comfortable with digital marketing tools, detail-oriented, solutions-focused, a self-starter, and full of ideas on how to elevate WBENC and promote women-owned businesses.

### **Responsibilities**

- Work closely with the Marketing & Communications team planning and executing weekly WBENC content, guest articles, emails and social media content
- Conduct research and identify key findings, including for content, press or speaking opportunities, competitors and potential brand partners
- Participate in the ideation and creation of stories, campaigns, and marketing and media kits for the WBENC brands and programs
- Support website updating, maintenance and redesign projects including writing, editing, photo and logo management, and laying out content
- Collect and analyze quantitative and qualitative data from marketing campaigns
- Assist the Marketing & Communications team in administrative and organizational tasks

### **Requirements**

- Excellent writing and communication skills
- Experience and/or education in marketing, communications, and/or digital marketing
- Strong working knowledge of social media tools as well as Microsoft Office applications
- Experience with one or more of the following: Wordpress, Mailchimp, Google Analytics, Sprout Social, Facebook Advertising, Google AdWords, Canva
- Proven ability to successfully manage several projects/initiatives simultaneously, with high attention to detail and organization
- Proven ability to adapt to changing priorities and respond accordingly

- Positive attitude, with a willingness and ability to receive and apply constructive feedback for constant learning and growth

### **Required Education and Experience**

1. Bachelor's degree in English, Communications, Journalism, or related field
2. 1-2 years of professional experience in a full-time marketing role, or equivalent internship experience

### **Work Environment**

This job may operate from the main workplace or by telecommuting. This role routinely uses standard office equipment such as computers, printers, phones and photocopiers. This position is also required to travel at least 4 times annually to events across the U.S. and assist with a variety of tasks.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

This role requires a mixture of sedentary work and actively traveling and assisting with WBENC events. This would require the ability to sit and/or stand for extended periods, walk extensively, and lift up to 50 lbs.

### **Position Type/Expected Hours of Work**

This is a full-time position, and hours of work are generally Monday through Friday, 8:00 a.m. to 5:00 p.m. EST. However, hours will vary depending on projects, events and travel.

### **Travel**

This position requires up to 25% travel.

### **EEO Statement**

WBENC is an Equal Opportunity Employer and provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, WBENC complies with applicable state and local laws governing nondiscrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.