



Job Description

Job Title:	Marketing and Communication Coordinator
Reports to:	Director of Development & Communication
FLSA Type:	Salary; Non-Exempt; Full-Time
Salary:	\$40,000 - \$45,000
Benefits:	Eligible

Marketing and Communication Coordinator

Job Description

Organization:

Founded in 1975, The Lesbian Gay Bisexual Transgender Community Center of Greater Cleveland is a leading nonprofit organization that empowers Northeast Ohio's LGBTQ community through advocacy, education, collaboration and celebration. The heart of the region's LGBTQ community, The Center is a one-stop hub that provides opportunities and resources for everyone it serves.

The Center's facility is a welcoming and visible space that brings the community together for resources, support, connections and programming. The Center serves as the public face and advocate for the LGBTQ community. Through leadership within the community, cultural competency training outside the community, media representation and collaborations, the organization aims to improve every Northeast Ohio resident's quality of life.

In addition, The Center has the important role of social connector, hosting year-round gatherings, public events and cultural programs that unite, honor and celebrate the LGBTQ community.

The marketing and communication coordinator plays a central role in curating messaging aligned with The Center's mission, promoting the organization and its constituents—including community members, staff and donors—while serving as a public-facing point of contact to all audiences. Working with the Director of Development & Communication and Development Associate, the marketing and communication coordinator develops and assesses all communications needed to support philanthropic cultivation.

Essential Job Functions

Dynamic Communications

- Design, develop, execute and manage collateral for all organizational initiatives, including print and electronic materials. Collaboratively identify needs for The Center staff to establish comprehensive communication plan for Center-led initiatives.
- Create thoughtful, educational and engaging content to ensure current and prospective donors are informed of our work and invited to attend both programming and giving events.
- Enhance stewardship of philanthropic contributions by creating content for follow-up campaigns to donors and volunteers.
- Curate and disseminate all official press releases, media alerts and informational documents to the wider community. Serve as the main point of contact for all media and determine how to address all media requests. Lead all media outreach and events, including public relations efforts and on-site interviews. Track media coverage and manage and work to expand an established media database.
- Create and maintain a content calendar for bi-monthly newsletters, which includes making graphic design element and template updates. The marketing and communication coordinator is also responsible for scheduling the delivery of newsletters, in addition to eblasts as needed. Assess delivery metrics, including opt-outs and response, open and click-through rates, and make content decisions based on those metrics.

Web and Social Media Presence

- The marketing and communication coordinator serves as the web content manager, creating and updating copy and graphics for The Center website. Utilizing assessment tools, such as Google Analytics and Siteimprove, the marketing and communication coordinator will track page views, bounce rates and time spent on pages, as well as identify user experience improvements.
- Manage existing social media platforms and identify new opportunities. Create and curate compelling content calendars and campaigns reflecting The Center's excellence and mission. Lead social strategy and ensure that posts resonate with all of The Center's audiences and align with The Center's marketing and communications goals. The marketing and communication coordinator will manage all operations, including content development, photography, video, the Canva account, posting and responding to both public and private messages, maintaining a 100% response rate. Analyze social media metrics for each channel and develop monthly monitoring reports to assess

engagement, reach and other factors to position all social media platforms for continued growth.

- Manage, execute and quantifiably assess Google Ad, Facebook ad and LinkedIn ad performance, while subsequently enhancing both the exposure of The Center and multiple philanthropic activities and fundraising campaigns.
- Organize and send monthly newsletter and work with the Center staff with any important messaging that will be disseminated via email. Additionally, organizing and segmenting email lists via Mailchimp account.

Team Expectations

- Establish meetings with The Center staff to determine communication needs, strategy, schedule and opportunities for assessment of executed work.
- Attend weekly staff meetings of the entire team.
- Assist when needed for staffing coverage that may include answering phones, greeting guests, and tending to guest needs.
- Other duties as assigned.

Skills and Qualifications

Required

- Bachelor's degree or equivalent experience in communications, marketing, business, nonprofit management or a related field
- Two to four years of experience in development, marketing and/or communications
- Exemplary written and verbal communication skills
- Experience with database management
- Professional experience with social media channels, content management systems and email communication tools
- Proficiency in Microsoft Office and Adobe Suite, including Photoshop and InDesign
- Ability to tackle multiple tasks in a timely and effective manner
- Excellent organizational skills and attention to detail—the right candidate must be exceptionally thorough and detail oriented.
- Ability to work both independently and in team settings within an office environment
- Ability to work in a fast-paced environment and engage with a diverse population of guests and partners
- Mindfulness related to social justice-oriented work and past experience writing and communicating about marginalized communities

Preferred

- Experience in a nonprofit environment
- Experience with various development techniques (such as donor cultivation, solicitation and stewardship)
- Experience with graphic design, specifically InDesign and collateral development
- Experience with SEO

To apply, please submit a cover letter, resume and writing sample to **jobs@lgbtcleland.org**.

The Center is an equal opportunity employer that values diversity and inclusion. Qualified candidates will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender, gender identity/expressions, national origin, disability status, protected veteran status or any other characteristic protected by law.