



Job Posting Marketing & Communications Coordinator

Moving in the Spirit:

Founded in 1986, Moving in the Spirit is an award-winning creative youth development program that uses dance to teach children and teens the social, emotional and cognitive skills they need to thrive. Through programs that integrate high-quality dance instruction with performance, leadership and mentor opportunities, Moving in the Spirit impacts 280 children and teens annually in Atlanta, GA, encouraging them to overcome the obstacles they face each day and realize their highest potential.

Ultimately, students graduate from Moving in the Spirit as confident, resilient compassionate leaders, poised to succeed beyond the stage and make a difference in their own communities.

Summary Description:

At its core, Moving in the Spirit values the cultivation of deep and authentic relationships, not only with the families and community we serve, but with our supporters both locally and nationally. Marketing and communications are integral to developing and deepening these relationships, impacting every aspect of our organization from programming to fundraising. The Marketing & Communications Coordinator will support the Director of Marketing & Communications, communicating with multiple audiences to build Moving in the Spirit's brand and reputation, draw resources to the organization, support fundraising and further our mission of creating compassionate leaders.

Position: Marketing & Communications Coordinator

Reports to: Director of Marketing and Communications

Position classification: Non-Exempt, regular/part-time

Staff reporting to this position: None

Work Week: 25 hours per week, Monday-Friday, occasional evenings and weekends

Benefits: Paid time off (PTO); flexibility in schedule

Pay Range: \$15-\$18 per hour

Eligibility: Bachelor's degree in arts, communications or marketing-related major. 1-3 years (minimum) professional experience in communications or nonprofit administration preferred. Passion for the arts, arts education and/or youth development a plus.

Required Skills:

Excellent written and verbal communication skills

Strong interpersonal skills

Demonstrated ability to write copy for multiple platforms

Copy editing experience

Facility with social media, especially Facebook, Instagram and Twitter

Design experience with Adobe Photoshop and/or other design software

Strong organizational skills

Knowledge of Microsoft Office (Word, Excel and PowerPoint)

Experience with e-mail automation software, such as Mailchimp

Experience with Google Analytics

Additional Skills (not necessary but helpful):

Working knowledge of Final Cut Pro or other video editing software
Adobe Illustrator and InDesign
Familiarity with WordPress
HTML

Responsibilities may include, but are not limited to:**Content Creation & Editing**

- Support Marketing Director in creating written content for Moving in the Spirit's website, newsletter and e-mail campaigns, in compliance with Editorial Calendar
- Interview students, parents, volunteers and stakeholders for fresh content and maintain corresponding database of testimonials
- Coordinate guest writers
- Edit external documents from other departments as needed for clarity and brand consistency
- Edit internal messaging documents for clarity and brand consistency
- Support Marketing Director in creation of video content for fundraising and marketing campaigns
- Support content creation for Moving in the Spirit's advocacy efforts

Social Media

- Compile and generate daily content for Moving in the Spirit's social media (primarily Facebook and Instagram)
- Schedule social media posts and track analytics
- Create event pages on appropriate social media
- Support marketing and advertising campaigns by generating related social media content
- Monitor social media analytics; report trends to Marketing Director and keep records

Website Maintenance

- Update copy on website as needed
- Update website events calendar
- Update staff, board, committee, teaching artist, guest artist and partner photos and profiles on website as new members join the organization

Design Support

- Design e-mails, posters and postcards for events in accordance with Moving in the Spirit's Style Guide
- Coordinate with Program Operations Manager on performance program copy deadlines and formatting
- Design programs for performance events

Event Support

- Help with set-up, flow and breakdown of events as needed
- Create event RSVP and ticket sales pages
- Post events to external events calendars
- Assist with event reminders and post-event follow-up
- Support volunteers with event check-in and box office procedures and technology
- Support marketing volunteer training for special events as needed

Press and Media Support

- Organize and maintain press packets and press files
- Assist with development and distribution of press releases
- Assist with press follow-up
- Maintain up-to-date media list of press contacts

Administrative Support

- Assist with distribution of marketing and registration materials
- Assist with mass mailings, including fall and spring newsletters and annual report
- Attend marketing committee meetings, taking notes, distributing information, and following up with marketing committee members
- Maintain system for management of photography and video assets

To apply please submit cover letter and resume to kacey@movinginthspirit.org.