



JOB DESCRIPTION

Marketing Coordinator

Position Category:	Full-time, Regular
Employee Type:	Salaried, Non-exempt
Reports to:	Director of Marketing & Communications
Work Schedule:	Mon-Fri, 9 am – 5 pm; occasional event-driven evening and weekend hours required. This is an in-person position.
Salary:	\$52,500–55,000/year plus benefits

Organization:

Literary Arts is a community-based nonprofit arts organization located in Portland, Oregon. Our mission is to engage readers, support writers, and inspire the next generation with great literature.

Our programs create opportunities for readers and writers of all ages and walks of life to engage with stories. We provide programs in concert halls, classrooms, our community space, and on the radio. Literary Arts is committed to remaining a dynamic and responsive organization that will continue to evolve with our community's needs and deepen our equity work across all our programs.

The Position:

Literary Arts is looking for a Marketing Coordinator to help strategize and implement marketing campaigns across multiple platforms and channels including Literary Arts' email, social media, and website. The right candidate will be an experienced storyteller who can maintain a strong brand voice and provide professional and friendly assistance and engagement with our community. This position will create written and visual content for our digital channels; track, evaluate, and report on website and social media analytics; and monitor audience engagement and trends to gauge the effectiveness of our various marketing and communications strategies. This position also has a strong presence at internal and external events, representing Literary Arts to the public and supporting the strong community of writers and readers we serve.

Responsibilities:

- Creates, edits, and posts written and designed content for Literary Arts' website, blog, emails, and other digital and printed communications pieces.
- Social media content creation, posting, scheduling, and monitoring.
- Communications and marketing calendar coordination and tracking.
- Tracks and evaluates analytics reporting for website, emails, and social media.
- Coordinates projects with external advertising partners and vendors.
- Proofreading and copyediting of organizational communications pieces.
- Event and customer support via phone, email, and in-person.
- Back-end ticketing, customer, and event support, including assisting in reporting and data entry.
- Other duties as directed.

Qualifications:

We will consider any combination of relevant work experience, volunteering, education, and transferable skills as qualifying, unless an item is labeled as required. Please be clear and specific about how your background is relevant.

- 2 + years working in a professional setting
- Strong written communications skills, including experience with writing, editing, and proofreading content.
- Ability to effectively converse with diverse groups of patrons and the general public; ability to help create a welcoming environment for people of all backgrounds.
- Experience using the following software:
 - Microsoft Office Suite and Google Drive
 - Google Analytics
 - Adobe InDesign, Photoshop, Illustrator
 - WordPress or other website content management systems; understanding of basic HTML
 - Mailchimp or other email marketing software
 - Hootsuite or other social media scheduling tools and/ or experience creating a variety of written and visual content for professional social media accounts
- Excellent time management skills with the ability to thrive in a fast-paced, deadline driven environment
- Highly organized with strong attention to detail
- Highly dependable and self-motivated
- Creative thinker and problem solver
- An appreciation of books, writing, storytelling, in all its forms
- A commitment to diversity, equity, and inclusion



Job Conditions

Benefits: Literary Arts currently pays for health, dental, and vision coverage for each FTE employee, and offers a 401K program with employer match. Literary Arts also fully pays for short- and long-term disability insurance. All full-time employees begin with three weeks of paid vacation time, which increases to five weeks after five years of employment. We also provide three additional paid personal days off, in addition to observing approximately 12 paid holidays. As a registered nonprofit, the organization qualifies for public service loan forgiveness. Information on additional benefits is available upon request.

Office Layout is open concept, between two common spaces used for meetings, events, and workshops. The Project's new facility will also be open concept, with flexible meeting rooms and hoteling workstations.

Equipment Used: Mac laptop, copier/printer, postage machine, and other standard office equipment. Literary Arts provides an adjustable office chair; a standing desk can be requested.

Physical Demands: Long periods of sitting are required at the computer or in meetings. Some concentrated periods of computer keyboarding may be required throughout the work week. However, this position does accommodate breaks from sitting as needed. Lifting and moving of boxes is required; boxes in excess of 25 pounds should be lifted with assistance. Event and festival set-up and tear-down required such as setting up signage, including hanging banners, moving equipment between venues, navigating the use of a hand truck loaded with books and marketing materials, lifting items in and out of vehicles, and moving in and out of venues quickly.

To apply, please submit your resume and cover letter to applications@literary-arts.org with the subject line "Marketing Coordinator." **We will begin formally reviewing applications on Wednesday, May 15, 2024.**

After you submit your application materials, you will be invited to participate in a voluntary survey. Literary Arts is committed to creating a diverse, inclusive, and equitable environment for our employees and volunteers, and data collected from these surveys allows us to measure and show the progress we are making in a concrete way. We welcome applicants from diverse backgrounds and experiences.

For more information about Literary Arts, visit <https://literary-arts.org>.