

MARKETING COORDINATOR

JOB DESCRIPTION

ORGANIZATION	Youth 2 Leaders
REPORTS TO	Director of Community Development
JOB TYPE / COMPENSATION	Part-Time \$23 per hour
APPLICATION DEADLINE	Thursday, September 3, 2026 at 5:00 p.m.

POSITION OVERVIEW

The Marketing Coordinator manages the day to day workflow for Youth 2 Leaders communications, outreach, program promotion and brand consistency. The coordinator moves marketing requests from intake through approved delivery, develops public facing materials, supports events and presentations, maintains digital content and keeps files and tasks organized. Work must be accurate, timely, mission aligned and approved before public distribution.

CORE RESPONSIBILITIES

1 Communications Planning and Workflow

- Maintain a practical communications and content calendar aligned with program priorities, events, application periods, partner recognition and organizational deadlines.
- Review the team's approved marketing request system every workday, acknowledge new requests, clarify missing information and track each request in Asana.
- Build production timelines, confirm priorities, provide regular status updates and raise barriers before a deadline is missed.
- Coordinate review with the applicable program coordinator and route final public facing work to the Director for approval.

2 Presentations

- Create PowerPoint or Canva presentations for stakeholder meetings, community outreach, school partners, families and other approved audiences.
- Collect and verify program data, photos, participant stories and other source material with staff before use.
- Tailor content to the audience while maintaining Youth 2 Leaders branding, clear organization and accessible design.
- Proofread, incorporate revisions and provide final files through the approved shared drive or supervisor designated location before use.

3 Marketing Materials

- Develop flyers, brochures, newsletters, infographics, banners, advertisements and social media graphics using approved tools and messaging.
- Confirm names, dates, links, QR codes, contact information, photo permissions, program facts and visual quality before review.
- Collect approved photos, student quotes, partner information and program metrics from staff.
- Coordinate approved printing, delivery and distribution of physical materials when assigned.

4 Social Media and Website

- Draft social media content and prepare approved posts in Buffer for scheduling.
- Obtain content review from the applicable program coordinator and final approval from the Director before scheduling or publishing.
- Highlight program milestones, participant stories, partnerships, opportunities and upcoming events using verified information.
- Monitor organizational channels, engagement, comments and messages during assigned work time and flag items requiring follow up.
- Update approved website content, event information and program materials within the access and approval process established by management.
- Do not independently publish, respond publicly or make major website changes without required approval.

5 Event Promotion and Support

- Coordinate assigned promotion and logistics for public events, award ceremonies, recruitment fairs, workshops and program showcases.

- Create approved promotional materials, run of show documents, task lists, signage and event material checklists.
- Coordinate assigned details with vendors and community partners after scope and commitments are approved.
- Support setup, photography, guest check in and material distribution when assigned.
- Organize approved photos, feedback and event assets for reporting and follow up.

6 Work Standards and Accountability

- Use Asana every workday to review assignments, update task status, confirm priorities and monitor deadlines.
- Meet assigned deadlines and raise questions, missing information or barriers before the due date.
- Maintain organized Canva, Google Drive and shared folder files with clear names, working links and identifiable final versions.
- Complete a final accuracy, accessibility, brand and approval check before submitting or distributing work.
- Accept feedback professionally, make requested revisions and confirm when work is complete.

7 Communication, Confidentiality and Representation

- Provide regular status updates and promptly acknowledge new assignments or changes.
- Add assigned meetings and deadlines to the work calendar and notify the supervisor of scheduling conflicts.
- Obtain approval before public distribution, purchases, event attendance or commitments made on behalf of Youth 2 Leaders.
- Protect confidential student, family, donor, employee and organizational information.
- Represent Youth 2 Leaders respectfully in person, online and through written communications.

QUALIFICATIONS

- Bachelor's degree.
- Reliable transportation.
- Demonstrated ability to create clear, accurate and visually consistent print and digital communications.
- Strong writing, proofreading, organization and deadline management skills.
- Working proficiency with Canva and PowerPoint and comfort using Google Workspace or comparable tools.
- Ability to use or quickly learn social media scheduling, task management and website content systems such as Buffer, Asana and a content management system.
- Ability to gather and verify information, adapt content for different audiences and manage multiple requests at once.
- Sound judgment with approvals, confidentiality, participant privacy and public facing communications.
- Ability to receive feedback, make revisions and communicate barriers before deadlines.

Preferred Experience

- Communications, marketing, nonprofit, education, youth development or community outreach work.
- Basic photography, short form video, website updates or social media performance reporting.
- Event promotion and coordination with staff, community partners or vendors.

PERFORMANCE STANDARDS

- Marketing requests are acknowledged, organized and tracked consistently.
- Deliverables are accurate, on brand, approved and submitted by the agreed deadline.
- Missing information and barriers are raised before they affect delivery.
- Public facing content is not posted, printed, sent or published without required approval.
- Files, task records, calendars and final versions remain current and easy for the team to locate.
- Requested corrections are incorporated by the revised deadline and completion is confirmed.

ROLE AUTHORITY AND APPROVALS

The coordinator owns the day to day marketing workflow and may draft, design, prepare, organize and coordinate assigned communications. Final approval for public content, major website changes, purchases, media commitments, event attendance and other commitments made on behalf of Youth 2 Leaders remains with the Director or another authorized leader.