Programmatic Marketing Coordinator
Job Description

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

JOB SUMMARY: The Programmatic Marketing Coordinator (Coordinator) is an organized, creative, customer service focused and highly detail-oriented professional who is able to communicate and work seamlessly with Melanoma Research Foundation (MRF) constituents, donors, staff and partners. The Coordinator will support the Communications and Program teams (Research, Education and Advocacy) by developing and distributing marketing materials for different programs, campaigns and events, while providing outstanding customer service for MRF constituents.

The Coordinator will report to the Director of Communications but work closely with multiple members of the MRF staff including but not limited to: Senior Advocacy Officer, Education Officer, Science Officer, CURE OM Director etc. The Coordinator will work closely and share some responsibilities with the Development & Marketing Coordinator. This role contributes to the MRF’s organizational effectiveness by developing clear, compelling and timely communications to advance the national programmatic needs of the MRF.

DUTIES AND RESPONSIBILITIES: Indicates the action or outcomes required to fulfill each major responsibility of the position.

- Work with the Director of Communications, Communications Officer and program teams to create marketing strategies, print materials and multimedia assets
- Provide customer service for MRF constituents in-person, through social media and over the phone
- Create and manage the communications social media and email calendars for program events and campaigns
- Post on social media channels (Facebook, Twitter, LinkedIn, Instagram and TikTok) via the platforms themselves as well scheduling through Buffer
- Have a working knowledge of social media paid ads and Google Ads
- Create and execute both one-off and campaign emails for programs team to be sent through Luminate and Phone2Action platforms
- Track monthly social media analytics using Buffer analytics
- Assist melanoma survivors, caregivers, doctors, etc. with the creation of blogs and vlogs when appropriate
- Work with graphic design vendor to create social media assets for campaigns
- Create one-off graphics for social media posts and emails that relate to program events and resources using InDesign and/or Canva
- Develop program materials to promote (invitations, event registration pages, etc.) and facilitate (agendas, programs, signage, etc.) programmatic events
• Help maintain and update the website content that pertains to programmatic content
• Support program departments through the creation and execution of prevention and awareness campaigns and report post-campaign analytics
• Attend symposia and other programmatic events as needed to assist with marketing and PR

KNOWLEDGE, SKILLS, AND ABILITIES: Reflects the specific competencies required for job performance.

• 1-2 years of experience in marketing or communications, or related experience
• Exceptional attention to detail and the ability to multi-task multiple projects at one time
• Flexible and responsive to sudden matters that may arise or become short-term, high priority tasks
• Able to set realistic expectations and manage competing priorities or requests from colleagues
• Team-player with a positive attitude who can effectively work with multiple constituents
• Excellent written and oral communication skills
• Experience with fundamental graphic design concepts and tools. Proficiency preferred
• Outstanding customer service
• Some travel may be required
• Position is based in Washington, DC

EDUCATION:
• 4 Year degree required

ADA PHYSICAL DEMANDS: The physical demands represent those that must be met by an employee to successfully perform the essential duties and responsibilities of the position. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

• The position requires being seated for several hours a day
• The employee must frequently speak and hear as well as utilize the telephone, computer keyboard and monitor, pen and paper
• The employee is required to walk and/or travel by car, train or plane