



MARKETING COORDINATOR

Scope of Work

The Council for Quality Growth is seeking an entry-level Marketing Coordinator. This position is meant to provide exposure to various aspects of a marketing career. This position will be responsible for general marketing, communications, and public relations work related to the core mission of the Council, promoting balanced and responsible growth. The Council for Quality Growth is a 40-year-old trade association representing the growth and development industry in metro Atlanta and Georgia. We bring the development community and policy makers together as we focus on long-range community planning, encourage adequate government services, catalyze consensus on growth issues, and facilitate discussion on responsible development.

Responsibilities/Examples of Work

- Manage and keep up to date Council's inventory of marketing assets for membership and programs.
- Ensure member-facing marketing materials are updated and distributed effectively and timely.
- Maintain the Council's brand and voice across all marketing and communication pieces.
- Establish and maintain Council's e-communications calendar for various programs and member news.
- Create and program content for all member communication pieces, including a weekly e-newsletter, event announcements, and policy news.
- Create all print and digital event marketing materials and sponsor collateral, including flyers, e-blast and website graphics, digital event displays, posters, banners, and social media content.
- Manage the Council's two websites (councilforqualitygrowth.org & fourpillartribute.com).
- Create and maintain Council social media strategy and execution.
- Develop digital graphics suited to the Council's websites and social media platforms.
- Engage with members and partners through social media and incorporate relevant industry news into Council's communication pieces.
- Write press releases and manage the organization's relations with press and media.
- Design and create branded marketing concepts for new events as they occur.
- Attend all Council programs and assist as needed with event execution.
- Perform other duties and special projects as assigned.

Knowledge, Abilities, and Skills Required

- Bachelor's degree with coursework in communications, marketing, PR, journalism, or other related areas.
- While the role is entry-level, any relevant professional experience related to marketing or experience with a not-for-profit organization or membership-based association is a plus.
- Technologically proficient and highly skilled in Microsoft Office programs, Customer Relationship Management (CRM) software, Contact Management Systems (CMS), WordPress, Constant Contact, and core social media platforms (LinkedIn, Facebook, Instagram, Twitter).
- Knowledge of Adobe Creative Cloud (strong preference for proficiency in Adobe Photoshop)
- Proven graphic design abilities. A keen eye for aesthetics, layouts, and details.
- General understanding of state and local government structure.
- Skilled in establishing priorities and ability to work independently with general instruction.
- Strong verbal, written, and interpersonal communication skills, and the ability to comfortably interface with Council members, strategic industry partner organizations, local, regional, and national policy makers, as well as corporate executives and community leaders.
- Must be a detail-oriented, team player willing to work in a small office environment, maintaining a positive and constructive attitude.
- Ability to work methodically and meet deadlines.

Compensation commensurate with skills and experience. Preference to candidates that can provide graphic and writing samples. Position reports in office full-time, Monday-Friday from 8 AM-5 PM. Some Council events are held outside of regular office hours. The Marketing Coordinator reports to the Vice President of Membership & Operations.