



**Marketing Content Coordinator**  
**Part Time Position**  
**\$17.00/hour, 20 hours per week**

**About Vibrant Pittsburgh:** Vibrant Pittsburgh accelerates the business community toward equitable, inclusive, and diverse workplaces, thus creating a future-forward region. We help organizations move beyond knowing that diversity, equity, and inclusion (DEI) is the right thing to do, providing the tools, knowledge, and connections to embed DEI into every facet of organizational culture. Learn more about us at [vibrantpittsburgh.org](http://vibrantpittsburgh.org).

**Role Overview:** Reporting to the Director of Communications and External Relations, Vibrant Pittsburgh's Marketing Content Coordinator is responsible for original organic social media content, collecting relevant content from member organizations, creating email marketing campaigns, and participating in online outreach and promotion. The ideal applicant will possess strong knowledge of short form content creation, specifically digital media, particularly for Facebook, Instagram, LinkedIn, and e-newsletters. Those looking to gain valuable digital media experience with an established organization are encouraged to apply.

**Responsibilities and Duties:**


- Support the Director of Communications and External Relations' initiatives with the planning, executing, and tracking of marketing tactics such as email, social media, or content marketing
- Create engaging, organic social media content, and proofread and edit copy for various marketing channels, ensuring consistent voice
- Execute marketing campaigns and newsletters, including copy drafting, scheduling, testing, and database management
- Assist with developing and managing content and social media marketing strategies, including blogs, event promotions, and member engagement
- Actively crawl social media and digital platforms for content highlighting our members to share on digital platforms
- Seek out and collect mission relevant content such as news articles and research for use on digital platforms
- Gather relevant hashtags and profile IDs for use on social media and ensure appropriate use in all posts
- Monitor analytics to identify delivery timing and content strategies for optimal stakeholder engagement
- Proactively identify social trends and platform behaviors that Vibrant Pittsburgh can tap into and leverage in daily content creation/conversation
- Actively engage Vibrant Pittsburgh community and maintain a consistent level of responsiveness through all social platforms
- Other duties as assigned

**Skills & Experience Required:**

- Excellent oral, written, and interpersonal communication skills
- In-depth working knowledge of Facebook, Instagram, and LinkedIn
- Experience with social media analytics and reporting

 213 Smithfield Street, Suite 219, Pittsburgh, PA 15222

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- Exceptional organizational, time management, critical thinking, and decision-making skills
- Familiarity and understanding of information technology, including Salesforce, WordPress, and content management systems such as Constant Contact strongly preferred
- Strong command of Microsoft Office products (Word, Excel, Outlook, PowerPoint) is required
- Comfortable with autonomy and directing own projects
- Ability to prioritize and follow through effectively
- Flexibility to adapt to changing demands and priorities
- Experience working in organizations with a commitment to diversity, equity, and inclusion preferred
- Bilingual ability an asset

**Requirements:**

- A bachelor's degree is desired but in lieu of a formal degree, relevant and equivalent experience will be accepted. Must have the ability to attend evening and weekend events, as necessary.


**Hourly Rate:** \$17.00/hour, 20 hours per week

**To Apply:** Resumes and cover letters will be accepted only via email to [lisindan@vibrantpittsburgh.org](mailto:lisindan@vibrantpittsburgh.org) with the subject line: Marketing Content Coordinator. Please submit resumes in both Word and PDF format.

*Vibrant Pittsburgh does not discriminate on the basis of race, ethnicity, color, religion, ancestry, sex, national origin, age, disability, sexual orientation, gender, gender identity and/or expression, genetics, or military status in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all.*

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