

## Marketing Content Coordinator

Part-Time Position

\$20.00/hour, 20 hours per week



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**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).

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**Role Overview:** Reporting to the Director of Communications and External Relations, Vibrant Pittsburgh's Marketing Content Coordinator is responsible for the daily support and execution of original organic social media content, collection of relevant content from member organizations, execution of email marketing campaigns, and participation 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 and will be excited to provide strategy for growing daily touchpoints. Highly communicative and collaborative candidates who are comfortable in a mostly remote environment are encouraged to apply.

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### 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
- Closely connect with team members on department-specific and partner-related content
- Create engaging, organic social media content, and proofread and edit copy for various marketing channels, ensuring consistent voice
- Execute weekly 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 the Vibrant Pittsburgh community and maintain a consistent level of responsiveness through all social platforms
- Other duties as assigned

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### Skills & Experience Required:

- Excellent oral, written, and interpersonal communication skills
- In-depth working knowledge of Facebook, Instagram, and LinkedIn
- Ability to prioritize and follow through effectively
- Exceptional organizational, time management, critical thinking, and decision-making skills
- Strong command of Microsoft Office products (Word, Excel, Outlook, PowerPoint) is required
- Comfortable with autonomy and execution of delegated projects
- Flexibility to adapt to changing demands and priorities
- Experience with digital graphic design platforms such as Canva preferred
- 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 place 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: \$20.00/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.***

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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.