



**Position Title:** Marketing & Communications Coordinator

**Date of last update:** January 27, 2022

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### **SPARK's Mission**

SPARK's Mission is to enrich the lives of young learners by creating shared, interactive experiences that engage people of all ages in the joy of play, the power of learning, and a sense of community.

### **Position Summary**

Marketing & Communications Coordinator works in a strong team environment and is responsible for designing, creating, and delivering marketing programs to support the growth and expansion of SPARK's mission through traditional modes of communication as well as leveraging social media and other online communication methods. Develop and manage marketing plan, budget, and carry out marketing strategies from beginning to end.

### **Supervision Summary**

This position does not have any direct supervision of other staff. This position reports to the executive director and is a full-time, exempt position.

### **Major Responsibilities and Essential Functions:**

Create, implement, and measure the success of:

- o A comprehensive marketing, communications and public relations program that will enhance SPARK's image and position within the marketplace and the general public, and facilitate internal and external communications
- o All organization marketing, communications and public relations activities and materials including publications, and media relations

Responsible for all SPARK branding

- o Main point of contact for all branding questions and final sign off for both internal and external
- o -ensure they are adhered to in all written communication both internally and externally and both printed and electronically
- o Oversee application of SPARK's mission, vision and brand and ensure they are pertinent and practiced throughout the organization
- o Coordinate the appearance of all print and electronic materials to include letterhead, proper use of logo, brochures, and all other communication and marketing materials
- o Develop, coordinate, and oversee resource materials to support other SPARK departments in the marketing, communications and positioning of their activities such as

- events, sponsorship, programs, etc.
- o Work with Operations & Visitor Services Manager to ensure visuals and displays adhere to SPARK branding image
- o Direct projects as assigned, such as cause-related marketing and special events and ensure branding standards are followed on all

Coordinate promotions for product in SPARKShop and store layout with Operations & Visitor Services Manager

Manages SPARK's website and events calendar including writing, editing, updating, managing photos and other images to ensure SPARK's brand is well represented and adheres to the branding standards.

Manages SPARK's email marketing program, including newsletters, eblasts, and other targeted mailings.

Responsible for SPARK's social media campaigns and channels, including Facebook, Twitter, Instagram, etc.

Coordinate the appearance of all print and electronic materials to include letterhead, proper use of logo, brochures, and all other communication and marketing materials

Develop, coordinate, and oversee resource materials to support other SPARK departments in the marketing, communications and positioning of their activities such as events, sponsorship, programs, etc.

Coordinate media interest in SPARK and ensure regular contact with target media and appropriate response to media requests; act as SPARK spokesperson in collaboration with executive director and respond to members of the media in a timely manner

Ensure that the organization regularly conducts relevant market research through member and visitor surveys, post-event surveys, volunteer surveys. Coordinate and oversee this activity; monitor trends

Ensure articulation of SPARK's desired image as it relates to consistent communication of image and position throughout the organization, and assure communication of image and position to all stakeholders, both internal and external; develop and implement a communications strategy for SPARK that builds and maintains a positive brand

Oversee the development and maintenance of SPARK's website including methods to deliver message, ease of navigation, and clarity of information; ensures that all content is current and relevant

Promotes all SPARK events through various media channels including sending out press releases, when appropriate, to media.

Staff liaison and support activities of the Communications and Community Engagement (CCE) Committee with Education & Community Engagement Coordinator

Support strategic initiatives by working with the executive director and to build consistent marketing plans and branding to raise awareness and ultimately grow the organization.

Gather, develop, and manage content, printing (if applicable), and distribution of membership communications and/or e-newsletters.

#### **Other responsibilities and expectations:**

Ability to work well in a collaborative team environment with both internal and external partners.

Ability to network and develop community partnerships.

Utilization of social media platforms, print materials and email campaigns to actively

promote programs and services available through SPARK.  
Work with Development Department to ensure grant, donor, and sponsorship acknowledgement requirements are satisfied.  
Work in collaboration with other departments to ensure clear lines of communication and ensure appropriate joint coordination.  
Proficiency with design platforms to create ads, flyers, and promotions.  
Create, design and implement program and exhibit materials coordinating with others.  
Represent SPARK at onsite events and community outreach events as needed.  
Maintain marketing database of research, coupon tracking, surveys  
Other responsibilities as needed.

### **Education and experience:**

Bachelor degree in marketing and communications related field  
Technical/other training or better in Marketing or related field  
Some post college or better in Marketing or related field  
Proficiency in writing and communications Experience working with Facebook, Instagram, and other social media channels  
Experience working in design software

### **Knowledge, Skills & Abilities Required:**

- 1) Excellent communication skills including written, verbal and listening skills
- 2) Creative writing skills
- 3) Confidence to execute on project initiatives after initial direction is set
- 4) Proven ability to manage and organize several projects and tasks simultaneously adhering to, ambitious timelines
- 5) Ability to be proactive and communicate effectively with variety of staff, volunteers, board members
- 6) Proficient computer skills
- 7) Ability to develop, implement, and sustain partnerships and relationships
- 8) Skill and flexibility required for leading, influencing and motivating a diverse group of people.
- 9) Innovative and creative strategizing and problem solving skills
- 10) Ability to see overall vision as well as focus on detail
- 11) Ability to work independently and use sound judgment in making decisions
- 12) Budget management

### **Physical Demands:**

- 1) Audio, visual, and verbal functions are vital aspects to performing this position
- 2) A majority of time is spent sitting, standing, and walking
- 3) Some lifting is necessary (weights of objects rarely exceed 25 pounds)
- 4) Movements such as stooping, and kneeling are sometimes required

### **Environmental Demands:**

- 1) The workday is primarily spent indoors.
- 2) Occasional outdoor activity may be required

**Other Requirements:**

- 1) Reliable attendance, timely, and organized
- 2) Some local travel may be required
- 3) Some after-hours work, including weekends, may be required for special events

This job description is not intended to be all-inclusive of every function that may be required to be performed by the person in this position. The employee will also perform other reasonable related duties as assigned by the supervisor or other management. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Management reserves the right to change job responsibilities, duties and hours as the need prevails either formally, informally, either verbally or in writing. This document is for management communication only and is not intended to imply a written or implied contract of employment.

***Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities***

**I have read and understand this job description. I agree to accept the responsibilities and duties as outlined.**

Employee Name (please print): \_\_\_\_\_

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Executive Director Signature: \_\_\_\_\_

Date: \_\_\_\_\_