



Reskilling Virginians for In-Demand Jobs

Applications submitted without a resume, cover letter, and work samples will not be considered. Please email your cover letter, resume, and at least three samples of your past marketing work to jeslyn.stiles@vaready.org

Marketing and Communications Coordinator

VA Ready is a 501(c)(3) non-profit organization that launched in June 2020 with a mission to help thousands of Virginians access the short-term training needed to find jobs in today's most in-demand industries. With its Public-Private-Partnership design, VA Ready brings together the Virginia Community College System's (VCCS) 23 colleges, the Commonwealth's FastForward program, and more than 20 business partners who employ millions of Virginians. VA Ready Scholars have access to 34 healthcare, technology and other skilled training programs; learn the skills needed to secure one of today's most in-demand positions; receive \$1,000 upon credential completion; and are connected to VA Ready's business partners for employment opportunities.

The Marketing and Communications Coordinator is responsible for assisting in the development, implementation, operation, and evaluation of VA Ready public outreach campaigns and communication with the various VA Ready audiences, including our Scholars, Business Partners, and other partner organizations. While this is a remote position, you will be supervised by the Marketing and Business Development Manager who will provide and assign responsibilities and provide oversight of deliverables and deadlines. The Marketing and Communications Coordinator is a full-time role, requiring 40 hours per week.

In addition, the Marketing and Communications Coordinator will:

- Work with the Marketing and Business Development Manager to create and implement a multi-channel marketing plan
- Manage VA Ready social media channels, including Facebook, LinkedIn, Twitter, Instagram, and other relevant platforms
- Create dynamic written and graphic content
- Analyze and report on audience information, demographics, and success of marketing campaigns
- Propose new ideas and concepts for marketing campaigns and content
- Write and distribute email updates and e-newsletters to partners and Scholars

- Manage VA Ready.org website and updates using best practices of Search Engine Optimization (SEO)
- Develop and assist with presentations, narrative and technical reports, and summary findings on the VA Ready's objectives and achievements
- Format information for internal and external communication – memos, emails, presentations, reports
- Work collaboratively with others in a fast-paced environment, both internally and externally
- Demonstrate a commitment to the philosophy and mission of VA Ready
- Perform other duties as assigned

REQUIRED QUALIFICATIONS:

- Bachelor's degree or equivalent experience
- Outstanding organizational, time management, and project management skills (experience with project management platforms such as Asana a plus)
- An ability to prioritize, drive and complete multiple projects under stringent deadlines and respond to changing priorities
- Excellent interpersonal, written, and oral communication skills
- Demonstrated ability to build relationships with employees at all levels of academic and business partner organizations
- Experience with marketing software such as Mailchimp and Hootsuite
- Familiarity with copywriting best practices for email and social media marketing
- Experience with web and marketing analytics, including Google Analytics
- Proficiency in a variety of computer software applications, including MS Office suite, Google Suite, and Zoom
- Experience with Excel, including performing and reporting basic data analysis
- Familiarity with desktop publishing, web design, and SEO (including Wordpress)
- Familiarity with best practices of social media marketing on Facebook, LinkedIn, Instagram, and Twitter
- Experience with Canva or similar platforms and basic asset design experience
- Experience with research (on new partners, new platforms, etc) and reporting out findings
- Experience with or interest in managing interns and/or freelancers
- An independent worker and self-starter who enjoys a fast-paced, entrepreneurial environment

PREFERRED QUALIFICATIONS:

- Video editing and production experience
- Long-form blog writing or journalism experience
- Graphic design experience (including Adobe Creative Suite)
- Event planning and public speaking experience
- Experience working for a startup, non-profit, or other fast-paced environment

SALARY AND BENEFITS:

Salary range: \$47,000 - \$53,000 annually

The Virginia Ready Initiative provides comprehensive benefits including health insurance, matching 401k contributions, and professional development support to all full-time employees.

VA Ready is an Equal Opportunity / Affirmative Action Employer.

VA Ready recognizes that diversity and inclusivity are essential to creating a dynamic, positive and high-performing educational and work environment. We welcome applicants who can contribute to the VA Ready's commitment to excellence created by diversity and inclusivity.

Contact: Jeslyn Stiles, Marketing and Business Development Manager
jeslyn.stiles@vaready.org

To be considered for this role, please submit a resume, cover letter, and at least three samples of past marketing work.