



November 20, 2018

Marketing Coordinator

GrubStreet is at an exciting moment of growth -- in terms of community impact, visibility and reach. Over the next few years, we envision building a narrative arts center, curating events for stage all year long, and becoming larger players in Boston's civic and cultural landscape. Our marketing needs will be growing significantly and we are looking for a creative and enthusiastic Marketing Coordinator to join our marketing team.

To succeed in this role, you'll need to be highly creative, self-starting, curious, and well-organized. We're looking for a team player who is also an amazing writer. The Marketing Coordinator will report to the Marketing Manager and will work directly with all departments across the organization, as well as GrubStreet instructors, volunteers, and board members.

Responsibilities:

- Supports Marketing Manager in the promotion of departmental campaigns and events, including social media, email, print and the web.
- Coordinates day-to-day postings and communications across social channels.
- Updates print and digital marketing collateral, including flyers, brochures, social media images, and advertising.
- With Marketing Manager, assists with branding efforts and the creative and marketing aspects of building a new website.
- Writes copy and utilizes MailChimp to build and deliver newsletters and emails.
- Helps measure marketing campaign effectiveness, and gains insights to optimize performance.
- Assists with advertising campaigns, including Facebook, Twitter, and Google AdWords.
- Updates monthly analytics for website, blog, and social media.
- Updates marketing budget with charges as they occur.
- Trains and supervises the marketing assistant including overseeing day-to-day workload and conducting performance reviews.
- Build, track performance, and update reports for advertisements.
- Provides monthly data from the database to the senior marketing manager for reporting.
- Administers the GrubStreet blog, including contributor correspondence, proofreading posts, building blog posts and submitting contributor payments.

Requirements

- BA/MA in Marketing, Communications, English, or a similar field

- Interest or involvement in Boston's literary community
- Demonstrated experience with social media platforms and tools
- Knowledge of the Adobe Suite (Photoshop, InDesign, etc)
- Experience with Google Analytics and other reporting tools
- Experience with online advertising and email marketing tools is helpful, but not required

About the Organization

GrubStreet, the largest creative writing center in the U.S., annually engages 5,000 students – both teens and adults – in programs that range from two-hour workshops to year-long graduate level seminars at our downtown location, in Boston neighborhoods, and online. Our teachers are working artists who bring the highest quality instruction and mentorship to aspiring storytellers. We also host a major writing conference each year and public storytelling events. The education and networks we facilitate foster a richer local writing scene, with a strong focus on increasing opportunities for writers of color, low-income writers, and teen writers. Our programs eliminate common barriers to participation in the arts and lifelong learning, and build community among participants.

Last year, we celebrated our 20th anniversary with a renewed focus on expanding access. We continue to increase scholarships and provide free writing programs (including bilingual classes) for adults and teens in low-income communities in Dorchester, Roxbury, East Boston, and Mattapan.

Our Mission

We believe that narrative transforms lives, builds bridges, and produces empathy. By rigorously developing voices of every type and talent, and by removing barriers to entry, GrubStreet fosters the creation of meaningful stories and ensures that excellent writing remains vital and relevant.

GrubStreet is an equal opportunity employer. We provide a competitive salary and benefits package and a dynamic, collaborative work environment.

Please email your resume and cover letter to jobs@grubstreet.org and please put "Marketing Coordinator" in the subject line. Applications will be accepted and reviewed on a rolling basis. The first deadline to submit is Monday, December, 3rd, after which we'll continue to accept and review applications until the position is filled. No phone calls, please.

Position Type: Full time

Position Level: Professional

Position Reports to: Marketing Manager

Location: Boston