

Good Schools for All
For “Read to Succeed” Citywide Literacy Campaign
Marketing Coordinator

Position Description: Marketing Coordinator

Introduction

Good Schools for All (“*Good Schools*”), a component program of the Community Foundation for Greater Buffalo, is a change agent organization whose mission is to “harness the power of community” to help improve student achievement for Buffalo’s public school children. *Good Schools* is an independent, neutral convener of people and organizations around a topic central to improving student achievement. Since 2002, that issue has been literacy.

Good Schools convened a group of organizations dedicated to improving literacy in Buffalo. This group, now over 40 members strong, is known as *Buffalo Reads*. Together, *Good Schools* and *Buffalo Reads* have been spearheading a citywide literacy campaign called “Read to Succeed.” A recently-developed “first of its kind” comprehensive strategic plan for literacy, written with the input of over 200 community stakeholders working collaboratively over a six month period, is based on national best practices and is supported by data. The plan, approved by the *Good Schools* advisory board in June 2006, is at the beginning stages of implementation. The plan includes strategies for all citizens, infants to seniors, including general literacy, workplace literacy, financial literacy, health literacy and computer literacy.

The goal of the campaign is 100% literacy for every child and adult in the City of Buffalo. This ambitious plan needs a bright, savvy and experienced Marketing Coordinator.

MARKETING COORDINATOR

Good Schools for All is seeking a Marketing Coordinator to help promote implementation of the “Read to Succeed” strategic plan. This position will report to the Executive Director of *Good Schools for All* and be a member of the “Read to Succeed” team that also comprises a Senior Program Officer and a Fund Development Coordinator.

The salary range for this position is negotiable and commensurate with the candidate’s educational background and experience. The Community Foundation for Greater Buffalo offers an excellent benefits package.

Primary Duties and Responsibilities

1. Work with Marketing Advisory Committee to guide market communications planning, ensure proper audience identification, identify general and targeted messages, determine how/where materials should be distributed, and align all marketing activities with the ‘Read to Succeed’ strategic plan.

2. Develop and/or implement, in conjunction with specialist resources, a marketing communications plan for the “Read to Succeed” campaign. The plan will include identification of the campaign’s various audiences and the creation of both general and targeted messaging, together with the mechanisms for delivering these messages.
3. Manage the development of content for all collateral material, including promotional and outreach materials and ensure their timely production to the required quality standards.
4. Create and manage a network of marketing ‘suppliers,’ including marketing firms, graphic designers and printers.
5. Develop and nurture relationships with print and broadcast media within the framework of an overall media strategy (developed as an element of the marketing communications plan).
6. Convene the Marketing Task Force from the Campaign’s planning phase to elicit their ideas, feedback, general knowledge of community and “what works.”
7. Support literacy providers, as necessary, with advice about how to promote their agencies, particularly when their work is associated with implementation of the “Read to Succeed” plan, so that there is a unified look and feel to all campaign marketing materials.
8. Build and maintain relationships with business leaders, faith community leaders and other community stakeholders, enlisting them as participants in implementing the marketing communications plan, e.g. distribution of collateral literature and literacy advocates.
9. Write and/or edit all press releases, newsletters, special interest stories, and invitations for literacy campaign events.
10. Plan and coordinate special events.
11. Create and manage a Speakers Bureau, recruiting speakers and scheduling presentations about Read to Succeed across all communities.
12. Research and ‘import’ as appropriate, ‘best’ marketing practices from a wide range of community-based transformations.
13. Participate in the overall management of the Read to Succeed campaign as a member of the management team.

Design and implement methods to evaluate the effectiveness of the marketing communications plan. Note: The main criteria for evaluating the effectiveness of the strategy will be community awareness of, and engagement in, the “Read to Succeed” campaign.

Qualifications

1. Bachelors degree (Masters degree advantageous but not essential)
2. At least five years of previous relevant marketing experience (e.g. Public Relations, media campaigns and relations, advertising, development of marketing communication plans, outreach). If this has been gained outside the non-profit sector, the marketing experience needs to be accompanied by a strong working understanding of the ‘social sector’.

Skills

1. Strong inter-personal skills, in particular influencing and relationship management.
2. Advanced written and oral communication skills, including ‘formal’ presentations.
3. Proficient in computer and web-based information technologies (e.g. Microsoft Publisher).
4. Good cultural sensitivity and the ability to communicate effectively (both ‘transmit’ and listen) with a diverse group of stakeholders.
5. Team player.
6. Good organization and self-management skills, especially when under pressure.
7. Creative.
8. Equally proficient at both the ‘big picture’ and detail levels.

Other

1. Strong interest in the work of the “Read to Succeed” campaign.

Salary is negotiable depending on experience and is accompanied by a competitive package of benefits, including health insurance.

Please send a cover letter with your resume in both paper form and via e-mail to:

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