



Marketing Coordinator Position Description

REPORTS TO: Chief Communications Officer: Ernest Calderon

Salary Status: Part-time salaried employee at (24 hours minimum requirement)

REQUIREMENTS:

- IDEAS For Us Employees must be strong communicators and decision-makers with the mission of the organization consistently in mind.
- IDEAS For Us Employees need substantial knowledge and interest in local/ international environmental challenges with a desire to learn more about sustainability in line with the United Nations Sustainable Development Goals.
- IDEAS For Us Employees must work towards the key goals and objectives that best suit the overall needs of the organization which align with its core values towards developing a healthier, more sustainable future for the planet.
- IDEAS For Us Employees must give a full one month notice before resignation or going on lengthy vacation periods.
- IDEAS For Us Employees must practice a professional, constructive, and positive work attitude to ensure high morale and productivity.

RESPONSIBILITIES:

- ✓ Develops reports on updated progress and analytics for the website and online marketing tools for the CCO on a regular basis.
- ✓ Oversees all Facebook and Google Advertisements, developing a strategy to maximize donations and memberships. Also, help to support the generation of leads for CSR members and Edible Landscapes Recipients. Must track all data and analytics, keeping documentation of our annual budget and having the ability to report on analytics.
- ✓ Develop CSR leads while doing outreach to HR departments and creating a campaign specific to targeting new clients.
- ✓ Develops detailed monthly or weekly reports which will be given to the Chief Communications Officer which will include information on intern progress, operational challenges, program development.
- ✓ Promote specific events/services of IDEAS For Us while helping to strategize over the funding needs of major projects.
- ✓ Administers tasks to the IDEAS fro US staff/ interns in order to hit the key results needed to satisfy weekly objectives in every area of the organization. Must follow up with interns regularly to ensure deadlines are met.
- ✓ Social media posting on IDEAS For Us Global and IDEAS For Us UCF/Fleet Farming and sometimes Orlando.
- ✓ Administers verbal and written warnings to hold employees accountable for internal challenges or mistakes.
- ✓ Track and report on data/analytics of the Websites and facebook/Instagram ads.
- ✓ Oversee the development of campaigns as an optimized revenue stream for the support needed to continue programs and generate financial needs for operating costs. Create a budget and have a benefit analysis tied to the overall plan to utilize funds.
- ✓ Building strong relationships throughout the community with stakeholders by promoting our supporters on social media and trying to engage them in the mission through online marketing tools.
- ✓ Implement the Executive director fundraising strategies to help elevate the programs and reach/oversee the financial resilience of the organization.
- ✓ Assist with email blast strategy and Network For Good donor management system
- ✓ Engaging the IDEAS / Fleet Farming audience on Twitter, Eventbrite, LinkedIn, meetup, and next door.
- ✓ Help with overseeing the management of the interns and stay on top of taking meeting minutes while helping to keep the office tidy, organized and ready for any potential donor to see.

SPECIFIC DUTIES:

1. On a weekly basis, administer new tasks for each department head to oversee and set them to report key results.
2. Keep records through the CRM system of all the contacts made and ensure there will be an expedited chain of communication immediately after the initial connection and maintain consistent communication with members.
3. Receive daily reports from the Executive Director and receive orders to.
4. Streamline communications between the staff working on the day to day operations and the needs of the Executive Director.
5. Keep your hours within your schedule and utilize time efficiently.
6. Track hours spent working on IDEAS for Us related tasks on a daily basis and report the hours through a timesheet format.
7. Take photos and schedule posts during special events (All content is subject to the ownership and property of IDEAS For Us once submitted into the system).

Health and Wellness Agreement:

IDEAS For Us is dedicated to protecting the health and well being of our staff. We do not permit any full time or part-time staff to come to work sick or attend any IDEAS community events if they are ill. We may ask staff to submit to a temperature check at our will and reserve the right to send any staff home w/o pay (if their sick days have been used up) and they are deemed a threat to infecting healthy staff. All staff must sign the Employee Health and Wellness Agreement within 3 business days of being hired as an employee of IDEAS For Us.

REMOTE WORKING PROTOCOL:

- Cameras on, mics off at all times (in the same virtual room)
- Checking in often to ensure tasks are completed in a timely manner
- Fulfilling weekly required timelines
- Answering phones, emails, texts and all other forms of communication in a timely manner.
- Tracking all hourly time in Airtable and communicating to the team right away when sick away on leave.

IN PERSON WORKING PROTOCOL:

- Masks must be worn at all times.
- Handwashing intermittently between tasks to ensure the utmost hygienic processes to prioritize the resistance of spreading COVID 19.
- Answering phones, emails, texts and all other forms of communication in a timely manner.
- Tracking all hourly time in Airtable and communicating to the team right away when sick away on leave.

Weekly meetings and follow-up of tasks are going to be more strict. Failure to complete weekly tasks will result in a write-up. A second write-up will result in termination of employment.

ACKNOWLEDGEMENT:

I have read and understood the position described above and can perform this duty.

Print Name

Signature

Date _____

Supervisor _____