



## POSITION DESCRIPTION

**TITLE:** Communications Coordinator

**DATE:** June 2024

**DEPARTMENT:** Communications

**SUPERVISOR:** Assistant Director of Communications

**FLSA Classification:** Exempt

### SUMMARY

The Communications Coordinator oversees the Marine Corps Scholarship Foundation's online community, ensuring consistent sharing of accurate, timely, and high-quality content across the Scholarship Foundation's social media platforms. In addition to social media management, the Communications Coordinator contributes to the success of the Communications team by assisting with organization-wide communications initiatives. For more than 60 years, the Marine Corps Scholarship Foundation has been Honoring Marines by Educating Their Children by providing higher education scholarships to children of Marines across all 50 US states and overseas. We are seeking a creative thinker and skilled copywriter to cultivate a community of influencers and advocates through compelling communication about the Scholarship Foundation's mission, events, accomplishments, and important role in the Marine Corps community, fostering engagement across diverse audiences.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

#### Social Media Management (70%)

- Draft compelling copy and create engaging graphics and videos to support the social media editorial calendar.
- Generate innovative ideas and concepts for social media posts and campaigns.
- Collaborate with internal departments to ensure the social media editorial calendar includes significant milestones and achievements.
- Expand and manage MCSF's social media presence by actively engaging with online community members, including scholars and corporate partners.
- Monitor and analyze key performance indicators (KPIs) to evaluate the effectiveness of social media efforts.
- Stay updated on current trends and advancements in social media platforms and strategies, sharing insights and recommendations with the Communications Team.

#### Communications Support (30%)

- Complete website edits and ensure the site is up to date with the latest external facing products.
- Copyedit and provide recommendations for external facing products.
- Draft non-social media copy for the Communications Department and contribute to copy submitted by other departments.
- Read student submitted material, identifying students for features and media engagements.
- Contribute to the overall success of MCSF's mission and vision by performing other duties as assigned.

### EDUCATION AND/OR EXPERIENCE

- Minimum of 2-3 years of experience in a marketing or communications support role.
- Bachelor's degree preferred, or an equivalent combination of education and relevant work experience in Communications/Marketing.

- Prior experience in a similar role preferred.
- Experience with and exposure to the Marine Corps, military service, and/or working with veteran families a plus.

#### **REQUIRED SKILLS AND ABILITIES**

- Strong creative writing, copywriting, and copyediting skills
- Commitment to the Scholarship Foundation's mission and to reflecting core values of teamwork, trust, integrity, and drive in relationships with colleagues and partners.
- Flexible thinking and proactive problem-solving skills, with an ability to anticipate needs.
- Strong ability to work with a high degree of autonomy, taking initiative, and being proactive.
- Capacity to manage multiple projects simultaneously and prioritize tasks effectively with a high degree of autonomy in a fast-paced, dynamic work environment.
- Ability to exercise sound judgment about controversial and/or culturally sensitive subjects.
- Excellent customer service, interpersonal skills, and written and verbal communication skills, with proficiency in communicating with diverse audiences.
- Proficiency in using editorial calendars, social media management tools, WordPress, video and photo editing tools, Adobe Creative Cloud, or equivalent digital media editing tools.
- Understanding and experience with SEO and web traffic metrics.
- Please note, applicants will be required to complete a writing sample during the interview process.

#### **WORKING CONDITIONS**

- Working conditions are normal for an office environment.
- Position located in Alexandria, VA; reimbursement of relocation expenses not offered.
- Position is eligible to participate in hybrid telework policy after on-boarding period, with up to two telework days per week.
- Must be able to work outside normal working hours (evenings and weekends) as needed to accomplish the Foundation's mission, with some work-related travel 1-3 times a year.

#### **COMPENSATION AND BENEFITS**

- The salary range for this role is \$60,000 - \$65,000 (DOE) per year.
- The Marine Corps Scholarship Foundation offers a competitive benefits package that includes health, dental, and vision insurance, STD/LTD, 403(b) contributions, commuter assistance, and a generous PTO policy.