MARKETING COORDINATOR

Type:
Full-time, Non-exempt

Company:
KC Tech Council

Details:
Reports to KC Tech Council Vice President

Position Summary:

Full-time marketing coordinator responsible for creating and editing content for a variety of KC Tech Council marketing assets, with close collaboration with the KC Tech Council VP, President and Project Coordinator. The marketing coordinator will have direct responsibility for maintaining a content calendar through multiple media channels, assist with branding and messaging, and facilitate direct communication to KCTC members, sponsors and other key stakeholders. These marketing assets include ChuteKC (a proprietary tech job portal), a monthly newsletter, social media, web event calendar and news section, and other project-based needs.

Examples of Duties and Responsibilities:

- Thoroughly understand and champion the KC Tech Council mission, its three strategic pillars, and services offered to member companies.
- Represent the council professionally in multiple settings: at events, in communication with member companies and other investment stakeholders, project meetings, and other touchpoints.
- Create and execute messaging strategy for KC Tech Council events, initiatives, and internal communications. This includes:
    o Oversight of KCTC social channels; assess and make recommendations for new channel implementation, overall social strategy.
    o Assist with the content creation (writing, editing, sourcing graphics) for the KC Tech Council website.

- o   Oversee all e-marketing efforts: monthly newsletter, event invitations, collecting content, editing and recommending overall strategy/best practices.
- Monitor social media and analytics on an ongoing basis.
- Provide on-site and promotional support through event planning and execution.
- Collaborate with outside agencies on project management.
- Perform other duties as directed or required.

Key Qualifications:

Education and Experience: Candidate must have a bachelor's degree in Journalism, Marketing, Communications or a similar field, as well as 1-3 years experience in a marketing, PR, communications or related role. Prior workplace experience in civic, non-profit or technology settings is preferable, but not required.

Knowledge and Skills: Experience with web CMS, e-newsletter publishing, Google Analytics, social media management and other digital communications platforms preferred.

Excellent written and spoken verbal communications skills and AP Style proficiency required. Samples of written business communications are appreciated.

Professional appearance, discipline, ability to work independently and meet deadlines all required.

To apply, please email resume, cover letter, and any relevant written work samples to Kara Lowe, Vice President of the KC Tech Council (kara@kctechcouncil.com).