Title: Communications & Marketing Coordinator
Location: Anywhere in U.S. possible
Reports to: Director of Communications
Salary Range: $40k annually, prorated for 2020

Position Description:
The Communications & Marketing Coordinator plays a key role on a small, energetic team advancing the organization’s strategic communications objectives. The Coordinator contributes to a range of communications activities, including significant management of digital outreach.

Grassroot Soccer (GRS) is a rapidly growing adolescent health organization that leverages the power of soccer to educate, inspire, and mobilize at-risk youth in developing countries to overcome their greatest health challenges, live healthier, more productive lives, and be agents for change in their communities. Since 2002, GRS has reached over 2.7 million young people in 50 countries with life-saving HIV prevention and sexual and reproductive health information and services. Grassroot Soccer is looking to significantly scale its impact via partnerships over the next five years and reach over 1M kids annually.

Position Summary:
The Coordinator plays a critical role in our digital outreach strategy by overseeing the GRS website — including content, maintenance, AdWords, and analytics —, contributing to social media content and strategy, and producing content marketing initiatives. They provide support to fundraising, events, and thought leadership projects through planning, writing, and graphic design. This position may also include additional communications activities, dependent on organizational needs.

Responsibilities:

Website and Analytics Management (50%)

• Updating of GRS website; includes writing and editing content; content management; maintaining static pages; updating formatting changes; enhancing visual content; creation of interactive elements
• Manage Google AdWords grant to maximize web traffic
• Use Google Analytics to report out and help guide decision making
• Manage website SEO
• Creation of specialized campaign pages for fundraising appeals
• Primary point of contact with website maintenance firm for any technical issues

Social Media Management and Growth (30%)

• Produce and curate content for social media platforms
• Engage with partner organizations and influencers to maximize reach
• Respond to and engage with online community members
• Monitor social media networks for news and trends related to GRS’s work
• Contribute to strategy and content around paid social media

General Communications & Marketing Support (20%)

• Write content for blog posts, newsletter articles, and general collateral as needed.
• Support events and fundraising initiatives with production of marketing materials
• Provide general scheduling and coordination support for communications & marketing team

Qualifications:

• 2+ years of communications / marketing experience
• Experience managing websites, particularly with WordPress content management system
• Understanding of SEO basics
• Understanding of Google Analytics
• Experience with Google AdWords, or ability to learn this rapidly
• Experience with social media marketing and ability to keep on top of trends and changes in the social media landscape
• Ability to learn new database or online software programs quickly
• Basic graphic design skills, including photo editing and comfort with producing smaller projects (e.g. 1-pagers)
• Outstanding ability to write for different platforms and audiences
• Interest in and passion for working for a global health organization preferred

Ideal candidate should have exceptional skills in the following:

• Obsessive attention to detail
• Curiosity and desire for continuous learning
• Thinking strategically yet knowing how and when to dive into the details
• Maintaining a high level of organization and time management
• Keeping a positive outlook and sense of humor
• Being trustworthy and reliable
• Being nimble and adapting to organizational and partner needs
• Having a keen eye for what makes a compelling story
• Communicating and working with a geographically and culturally diverse group of colleagues
• Ability to remain objective

Successful leaders at Grassroot Soccer are bold, yet humble. They are passionate about the mission of Grassroot Soccer, and understand their role on the Grassroot Soccer team to achieve its mission.

Day to day, they are...
• Proactive: can anticipate both opportunities and obstacles and take action
• Professional: level-headed; ability to de-escalate difficult situations, behave exceptionally, and manage/minimize distractions
• Problem Solvers: comfortable with ambiguity, can creatively unlock bottlenecks and turn problems into opportunities

...they demonstrate lots of...
• Common Sense: prioritizing the right things at the right time; making good, quick, informed decisions balancing multiple issues and points of view
• Self-awareness: know where one’s blind spots are, recognize differences, and build a team to complement one’s skills and weaknesses

...and a strong bias for...
• Follow-through and Outcomes: deliver results, not just create lots of activity
• Treating People Well: empathetic, kind, great listener, yet can make tough decisions and hold oneself/others accountable

To apply, please send the following items to jobs@grassrootsoccer.org:

1. Resume
2. Cover Letter explaining why you’re a good fit for this position
3. Two samples of professional communications pieces you have written and/or created (can be posts from a social media campaign, a blog post, a brochure, content from a website, etc.)