



Position: Digital Marketing Coordinator (contract 10-99 position)

Reports to: Communications and Development Manager

Team: MarCom (Marketing and Communications)

Location: Bay Area / Hybrid

The Alliance for Community Development is a Bay Area 501(c)(3) not-for-profit dedicated to increasing access to capital and support for local, underrepresented entrepreneurs including but not limited to women, people of color, and veterans.

The Alliance seeks a Digital Marketing Coordinator to support digital communications and community-building activities related to our organization's events, programs, brand image, and stakeholder messaging. The Digital Marketing Coordinator role will support the Communications and Development Manager in elevating the work of the organization to increase overall economic equity in the Bay Area and beyond.

Our ideal new team member is ambitious, empathetic, self-starting, and curious, with passion for entrepreneurship, small business, economic equity, and community development. They offer proven experience in clear communication, social media management, and event marketing. They are innovative, committed, creative, reliable and values-driven.

This hybrid position is open to Bay Area residents, with an approximately 80% remote work and 20% in-person split.

Core Duties & Responsibilities Include:

Content Creation

- Work across MarCom and Programs teams to identify opportunities for content creation based on strategic goals set by both teams (e.g. program recruitment, brand recognition, event attendance)
- Support and implement creation of content according to existing brand guidelines
- Work with Communications Manager to monitor analytics reports for goal tracking and content creation process improvements

Email Marketing

- Produce regular resource newsletters to engage stakeholders
- Support production of email marketing campaigns across MarCom, Programs, Development, and Events teams

Social Media

- Schedule and monitor posts across social media channels
- Monitor and respond to DMs on social media accounts, engage with posts from our community, keep accounts active and fresh



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- Work across MarCom and Programs teams to support community-building initiatives and partnerships on social media channels

Events

- Support Events team to advertise events including Alliance's annual conference
- Support Events team with additional capacity for event production throughout the year
- Support planning and implementation of annual conference

Website

- Update Alliance website regularly to keep information accurate
- Participate in brainstorm and design sessions to elevate the usefulness and visibility of Alliance's website

Core Candidate Skills:

Writing

- Excellent written communication skills are required.
- Ability to distill information into succinct, accessible copy is essential.
- Ability to follow writing guidelines for *explicit rules* (e.g. Chicago Manual of Style grammar rules) and *ambiguous rules* (e.g. brand voice guidelines) is essential.

Social Media

- Demonstrated experience with social media is required.
- Proficiency running campaigns on Instagram, Facebook, and Tiktok highly preferred.

Basic Design

- Mailchimp, Canva, and Eventbrite experience is highly preferred.

Digital Proficiency

- Experience with Google Suite required.
- Experience with Office Suite, Adobe Acrobat, and Adobe InDesign is a plus.
- Must be comfortable with digital file management, including resizing and converting image and text files, organizing files, and adhering to file naming and tagging conventions.

Compensation:

\$25/hr, commensurate with experience

Expected 20 hours per week

Please note: this is a contract (10-99) position



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To apply, please submit your resume and a 30-60 second video about yourself (in lieu of a cover letter) via email to [hiring@alliancecd.org](mailto: hiring@alliancecd.org) with the job title in the subject line. *Please note that we will request a writing sample and social media samples from candidates who make it to the interview stage of the hiring process.*