



Job Title: Marketing Coordinator
Position Type: Full time
Function/s: Organizational Capacity

No More Empty Pots

Education. Stewardship. Sustainability.

About No More Empty Pots

No More Empty Pots (NMEP) is a grassroots non-profit corporation that connects individuals and groups to improve self-sufficiency, regional food security and economic resilience of urban and rural communities through advocacy and action. No More Empty Pots' vision is to support communities in becoming self-sufficient and food secure through collaboration and adhering to core values of education, stewardship, and sustainability.

Position Description | Marketing Coordinator

No More Empty Pots is seeking a detail-oriented person who is adaptive and can work in a fast-paced environment. This position handles general marketing and communications activities that support program needs and grows public awareness while maintaining brand standards. This role requires a willingness to learn, technical adaptability, and project management skills. We are willing to work with a candidate who has room for growth. The candidate must be an innovator that thinks critically and proactively. Because this role supports all programs within the organization, the ideal candidate must be able to work on a team and with all levels of staff. This person will report to the COO to execute the organizations' strategy for communications growth. All NMEP staff are expected to prioritize people and a focus on relationships while maintaining high standards of program delivery and using sustainable budgeting and time management practices.

90% Marketing Coordination

- Storytelling Database:
 - Collect 6-word stories from all areas of the organization
 - Organize and codes stories within Story Collection Database
 - Edit stories for use across both digital platforms and print materials
- Social Media Management:
 - Maintain and execute a social media content calendar to include program information, related topical education information, event updates, and general awareness about the organization
 - Maintain third-party platforms including but not limited to Google My Business, Yelp, and Eventbrite
 - Run and submit monthly analytics reports
- Website Maintenance:
 - Regular updates of web pages and blog posts to maintain accuracy of the organizations' offerings, financial status and respond to community engagement via the site
 - Run and submit monthly analytics reports
- Email Campaigns:
 - Execute weekly and monthly internal and external newsletters
 - Run and submit weekly/monthly analytics reports
- Press Releases:

- Maintain media contact list
- Draft press releases for major changes and events
- Communications Asset Development & Maintenance
 - Photo Collection:
 - Regularly attend events and program activities to capture photos to be used in internal and external media
 - Collect, organize and edit photos submitted by program runners
 - Ensure photo consent releases are available and provided to program participants, customers and other stakeholders
 - Print Materials:
 - Regular updating and creation of supporting program materials including but not limited to; graphics, program flyers, handouts, slide decks, pamphlets, booklets, labels, cards and signage utilizing brand standards
 - Coordinate orders/re-orders of prints, stationery and other marketing materials with preferred vendors
- Development & Community Engagement Team Support
 - Event staffing and coordination support
 - Reports
 - Assist in the formatting, packaging and disbursement of digital and print reporting documents such as annual reports
 - Quarterly/Annual Campaigns
 - Work with the Development Team to create marketing campaigns for donor engagement and fundraising

10% Administrative

- Attending supervision and team meetings, responding to email and communications, professional development

Other Duties as Assigned

- Other duties as assigned

Required Qualifications:

- Proficient understanding of social media platforms including Instagram, Facebook and Twitter
- Experience with Google Suite; specifically Gmail, Docs, Sheets, Slides, Forms and Google Drive
- Proficient in Microsoft Office; specifically Word, Excel, and PowerPoint
- At least 2 years substantially similar experience
- At least 1 year project or program management or coordination experience
- Must be deadline driven, work with a sense of urgency, and be detail oriented
- Ability to work with diverse populations both internally and externally
- Ability to work in an organized and efficient manner

Preferred Qualifications:

- At least four years working in a similar role OR Associates Degree in a related field
- Ability to grow technical competencies
- Basic knowledge of data collection and analysis
- Experience with simple photo editing and graphic design via Adobe Creative Cloud
- Experience with email marketing tools such as MailChimp and Constant Contact
- Basic understanding of WordPress

FYI Competencies:

Communicates Effectively:

You're comfortable using a broad range of communication styles, and you choose appropriate, effective ways to communicate to different audiences in diverse situations.

Cultivates Innovation:

You use information from a variety of sources—including personal experience and your own observations—to identify and solve problems. You take pride in your work and strive for excellence to achieve the best possible results.

Builds Networks:

You work cooperatively and collaboratively with others to achieve collective goals. You plan, implement, manage and measure projects and tasks in a timely and directed manner.

Demonstrates Self-Awareness

You use sound judgment to meet or exceed workplace guidelines, standards and expectations. You acquire and apply new knowledge and skills in all of your experiences.

Situational Adaptability

You recognize how your beliefs, ethics and actions fit within the context of a greater community.

Working Conditions and Physical Demands:

- This person frequently communicates with staff, students, volunteers, vendors, guests to the cafe, and others about program and organizational operations, policies, and products. Must be able to communicate and exchange accurate and relevant information in these situations.
- Requires lifting and moving up to 30 pounds
- Requires remaining in a stationary position for up to 8 hours a day in an office setting
- May need to move about buildings or different locations
- Constantly works indoors
- Constantly operates a computer and other office equipment

STATUS: Full Time

Compensation: Commensurate with experience, \$15-20/hour.

Benefits: Full time staff are eligible for insurance benefits and all staff are eligible for paid vacation and personal time off. Flexible schedule and annual professional development funds.

Reports to: COO

To Apply: To be considered for this position, please submit a resume, cover letter, and 2 professional references to No More Empty Pots at jobs@nmepomaha.org. Be sure to include why this position with No More Empty Pots is a good fit for you.

No More Empty Pots does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its programs, activities, or employment.