



MARKETING COORDINATOR JOB ANNOUNCEMENT

TITLE	Marketing Coordinator
FLSA STATUS	Non-Exempt
PAY CLASS	Full-Time
REPORTS TO	Marketing Manager
LOCATION	Santa Ana, California (Hybrid Schedule- 2 days remote/3 days on-site)

Who is Charitable Ventures?

Charitable Ventures was created to make sure nonprofits are resilient, effective and empowered so they can serve their communities when they are needed most. Aiming to make our community more socially, racially and economically just, our employees guide and design strategies to effectively address those needs.

Do you have a passion for

Implementing marketing strategies that help build brand and position?

If so, your passions align with the Charitable Ventures mission!

What are we looking for in our next team member?

Answer the questions below to see if you may be our new team member!

Are you ready to:

- Create, update, and maintain marketing collateral, including brochures, presentations, sales sheets, and other promotional materials.
- Assisting in the planning, organization, and execution of marketing events such as trainings, conferences, webinars, or program launches. This includes managing logistics and outreach materials, coordinating with vendors, and tracking event metrics.
- Liaising with external partners, such as advertising agencies, graphic designers, printers, or event organizers, to ensure timely and accurate execution of marketing projects.
- Create and curate compelling content for digital marketing channels, including websites, podcasts, blogs, social media, and email newsletters. Strengthen relevance of message through monitoring and measurement of social media engagement and conversion metrics.
- Overseeing the planning, execution, and optimization of digital marketing initiatives such as email marketing, social media campaigns, search engine optimization (SEO)



- Maintain and update email distribution lists; participate in the upkeep of constituent management software systems.
- Track and analyze marketing performance metrics, such as website traffic, conversion rates, social media engagement, and campaign ROI. Support the creation of regular reports to assess the effectiveness of marketing efforts and making recommendations for improvement.
- Gather and analyze data on market trends, customer behavior, and competitor activities to identify opportunities and make informed marketing decisions.
- Participate in the development and management of the marketing budget, tracking expenses, and ensuring cost-effective utilization of resources.
- Maintain integrity of marketing data and contact lists.
- Work with an innovative leadership team to create, implement and manage a plan for an engaging and innovative recruitment process?
- Lead an innovative onboarding experience that establishes a culture of engaged and empowered leaders?
- Support the critical work of the social sector?
- Work with like-minded people?

If you answered yes to any of the questions above, your next career may be waiting for you at Charitable Ventures! And we would love to explore it with you.

Job Summary

The Marketing Coordinator is a highly organized and versatile team member of the Marketing Department. The Marketing Coordinator will provide direct support to implement marketing strategies that help Charitable Ventures build brand and position. The coordinator will be responsible for supporting both traditional and digital marketing initiatives, data analytics and market research, assisting with event coordination, promotional strategy, and brand positioning.

What are the desired qualifications?

Education:

Bachelor's degree in marketing, communications, or related fields, and or commensurate work experience

Experience:

3-4 years of marketing experience in the nonprofit sector or in a marketing capacity



Compensation Commensurate with experience, education, and market (\$22 - \$25 per hour)

Benefits

- All employees: 401(k) voluntary employee contribution
- Full-time employees (30 or more hours per week): health insurance (medical, dental, vision); paid time off; company-wide holidays
- **But the most rewarding benefit is your ability to contribute to building stronger communities!**

Is this job not a right fit for you? Maybe it is for a colleague, friend, or neighbor. Please refer anyone that may be a good fit! And check back for other postings as you may become a team member through *your* unique skills and experiences!

Company Summary

Launched in 2007, Charitable Ventures is a non-profit organization dedicated to creating positive social impact through transformative ideas and investments. The agency provides incubation, sponsorship, and capacity building services such as planning, facilitation, and evaluation for funders, non-profit organizations, government, and community leaders throughout California.

Charitable Ventures maximizes the impact of emerging and established nonprofits, as well as donors and foundations with a passion for change – and is considered an essential part of the nonprofit sector infrastructure in Southern California. Since inception, it has fiscally sponsored more than 60 projects that address a wide array of social issues.

Applications: Please send cover letter and resume to HR@charitableventuresoc.org.

Charitable Ventures is committed to the principle of equal employment opportunity. In all that we do, Charitable Ventures supports its clients, projects, staff and partners through our commitment to equity, economic and social justice, diversity and inclusion, and in ways that uplift our communities' assets and potential.