



Position Title: Marketing and Communications Coordinator

Primary Reporting Responsibility: Director of Development

Status: Part-time, non-exempt (24 hrs./week)

Are you passionate about identifying and gathering stories that document the work and impact of a nonprofit organization? Do you have experience developing and posting website content, managing social media on a daily basis, and writing key publications? Buffalo Center for Arts and Technology (BCAT) is currently seeking a part-time Marketing and Communications Coordinator to draft, implement, track and measure the organization's marketing and communication efforts.

Essential Responsibilities:

- Work with Development Director to build and implement strategic marketing and communications plan
- Generate marketing materials that appeal to multiple audiences including but not limited to: program participants, donors, key business leaders and community groups
- Create content for key organizational publications including newsletters, brochures, appeals, fact sheets, etc.
- Enhance online marketing efforts by building data driven marketing campaigns
- Prepare and implement a comprehensive content strategy across all social media platforms with a goal of boosting engagement, followers, and reach
- Collaborate with program leadership to develop and implement a strong recruitment plan and strategies for both youth and adult programming
- Assist with special events that increase BCAT's exposure to potential participants and donors
- Implement media requests, press releases and other public relations opportunities; develop and pitch story ideas for media that align with communications plan and highlight organizational successes
- Draft communications updates and reports for organizational leadership and Board of Directors
- Other duties as assigned

The right candidate will have:

- Bachelor's degree in communications, marketing or journalism, or 3+ years related work experience.
- Prior experience in non-profit communication and/or fundraising preferred
- Experience conducting data analytics and generating reports
- Strong interpersonal skills and ability to relate well with other staff, BCAT adult students and youth, donors and the general public
- Exceedingly detail-oriented, creative and collaborative
- Exceptional communication and writing skills with an emphasis on writing for the web and social media
- A self-motivated, flexible, and organized team player
- Deep appreciation of the mission and constituency that BCAT serves
- Demonstrated proficiency in software/web-based programs to produce marketing collateral

Benefits:

- 401K with employer match

BCAT is a not-for-profit whose mission is to provide opportunities for careers through the arts and technology for youth and workforce development for adults. Core hours for the position are 24 hours per week. This is an in-person, onsite position.

BCAT is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status. BCAT seeks to recruit, develop and retain the most talented people from a diverse candidate pool.

Interested candidates should forward a resume/CV and cover letter to eeisenhauer@bufcat.org. Applications will be accepted until the position is filled. Interviews will begin September 8, 2021.