



Job Description: Marketing Services Coordinator

REPORTS TO: Senior Marketing Director

The Organization

The Challenged Athletes Foundation® (CAF) is a world leader in helping individuals with physical challenges get involved and stay involved in sports and fitness. CAF believes that participation in sports at any level increases self-esteem, encourages independence, and enhances quality of life. Celebrating our 25th Anniversary, more than \$110 million has been raised and over 26,000 funding requests from challenged athletes in all 50 states and 70 countries have been satisfied. Additionally, CAF's outreach efforts impact another 60,000 individuals each year. The CAF is headquartered in San Diego with regional offices in New York City, New York, San Francisco, California and Boise, Idaho.

This is a full-time, exempt position.

Position Overview

Working under the leadership of the Senior Marketing Director, this Marketing Services Coordinator will support the marketing department across all functions of marketing with a focus on production management, digital production, vendor management, social media support and asset management. The coordinator will oversee production of assets and collateral following approval of strategy, plan, budget, and design direction. This will include website updates across all digital platforms, social media engagement, digital flyers, event signage, print collateral, apparel, promotional items, and other marketing deliverables. The coordinator will oversee photo and video assets and will support all members of the marketing team. Must be digitally savvy, organized, calm under pressure, have attention to detail and be able to juggle many balls in the air at the same time.

Essential Duties and Responsibilities

- Oversee asset management for internal and external usage including but not limited to photography, video, press kit materials, web and social media content.
- Work with the Events, Fundraising, Regions, Business Development, CRM and Programs teams to identify creative production needs, develop briefs and track creative and production processes.
- Manage daily aspects of tactical creative works, including CAF brand, program, bus-dev, and event initiatives
- Partner with outside vendors to manage their delivery of project milestones.
- Update WordPress website.
- Social Media management- support of story coverage, engagement, community building on Twitter, Facebook, LinkedIn, and Instagram.
- Oversee E-commerce process and Shopify updates.

Qualifications

- College Degree (B.S./B.A.) preferred.
- Experience working in or knowledge of creative marketing tools, assets and processes.
- CAF primarily operates during the normal business hours for 9:00 a.m. to 5:30 p.m. Ability to work 8-10 weekend days per year. Must have own transportation.

Skills and Abilities

Passion for Helping Challenged Athletes Succeed in Sports: Must have an authentic commitment and passion for CAF's mission.



Creative skills: Ability to create impactful, targeted creative that resonates with the CAF audience. Experience in Adobe Creative Suite including Photoshop, Illustrator or InDesign is required. Web content development and management experience is required. Some HTML/design for Web experience would be helpful.

Computer Skills: Experience desired in Asset management software, WordPress, Email marketing software, CRM software, Shopify e-commerce. Ability to quickly learn new software and technology is mandatory.

Project Management: Self-motivated and organized, with high-level attention to detail. Must also have the ability to multitask and be able to provide assistance with last minute projects when necessary. Respect for deadlines and project budgets are paramount.

Physical Skills: Must occasionally lift and/or move up to 25 pounds. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

Commitment to Quality: Work with colleagues, vendors and partners to maintain highest standards and a strong and unified premium brand.

Industry Experience: Graphics/Layout production skills. Corporate marketing and/or ad agency experience is also desirable.

Organization and Detail Orientation: Project Management skills, organizational skills and ability to prioritize and handle multiple tasks concurrently with responsible follow-through.

Teamwork: Ability to seamlessly work with other Programs and CAF staff a must.

Commitment to Customer Service: Ability to interact in a positive way with and solve problems for CAF

Education and Experience

A Bachelor's degree with a major in Marketing, Graphic Arts or related field is preferred.

Three (3) years of experience in marketing in a creative capacity, or equivalent combination of education and experience.

Compensation

All applicants are required to provide their salary requirements when submitting a cover letter and resume to HR@challengedathletes.org. In your cover letter, tell us why you are a great fit for the role and share why. This is an opportunity to let your personality shine through so please write your cover letter in your authentic voice.

CAF offers a competitive compensation package, commensurate with experience. Offer of employment is contingent upon successful background check.