

Join Vetri Community Partnership's team of passionate, fun-loving, vegetable enthusiasts who are motivated to share how easy and affordable it can be to cook at home.

EAT. EDUCATE. EMPOWER.


Through interactive cooking classes and experiential nutrition education, Vetri Community Partnership uses the kitchen as a classroom to help kids, families, and community members build culinary skills, nutritional knowledge, and confidence.

OUR CORE VALUES

Curiosity | Integrity | Respect | Passion & Pride

IN THE COMMUNITY

Vetri Community Partnership partners with schools and community sites in Philadelphia and Camden that share our passion for nutrition and education. We work with people from under-resourced communities to help build the life skills for a healthier future.



JOB TITLE: Marketing Coordinator

Vetri Community Partnership's Marketing Coordinator will execute marketing strategies to raise organizational awareness, attract donors and motivate community participation in our mission. The Coordinator will assist in executing the overall marketing strategy for the company including social media engagement and digital content creation. The Coordinator will be highly involved in promoting a cohesive brand identity across program and development efforts that will require creativity, forward thinking, and flexibility to develop content, schedule, and deliver digital marketing and programming materials.

RESPONSIBILITIES

- Create and execute high-quality, engaging social media content and campaigns that strive to increase awareness and grow the donor base of VCP.
- Create visually compelling infographics, illustrations, and videos that present and communicate VCP's mission, need, and impact.
- Support organization with graphic design needs of projects including but not limited to fundraising appeals and event materials, program curriculums, community engagement tools, and educational resources.
- Support school and community program promotions through design and delivery of education and marketing emails.
- Support the creative design for VCP's website and online fundraising platforms through regular site maintenance and updates. Utilize SEO practices to ensure that web-based content is shown by search engines prominently.
- Maintains digital assets, including photos, videos, logos and signatures.
- Stays up to date with the latest social media and marketing trends and performs market research to identify target audiences and needs. Utilize research findings to generate and maintain consistent reach, awareness, and opportunities for growth for each audience.
- Represent or coordinate representation of VCP at community events to increase awareness of organization and mission.
- Provide general marketing and social media support, as needed.

EXPERIENCE AND REQUIREMENTS

- Excellent interpersonal, communication, listening and presentation skills
- Ability to work both as a team and independently
- Excellent problem solving and analytical skills
- Advanced knowledge of MS Word, Excel, PowerPoint, and SharePoint required
- Knowledge of Airtable or other data management tools a plus
- Understanding of organizational procedures, methods, evaluation criteria and policies
- Ability to troubleshoot software and hardware issues
- Advanced analytical organizational skills and attention to detail
- Must be willing to travel to program sites in Philadelphia area
- Reliable transportation, internet access, and remote workspace required
- Successful completion of PA Criminal Background Check, Child Abuse History Check, and FBI Fingerprinting record
- Must be able to lift approximately 40lbs., and stand or walk for extended periods of time

COMPENSATION AND BENEFITS

- \$45,000-\$50,000 Annual Salary
- Paid time off
- Paid parental leave
- Short- and long-term disability
- Monthly cell phone stipend
- 401(k) match
- Health, dental, and life insurance
- Pre-tax transit benefits

ADDITIONAL INFORMATION

Location: Hybrid; VCP Office (915 Spring Garden Street, Philadelphia) and Remote

Status: Full Time, Non-Exempt

Reports to: Development and Communications Manager

Department: Development

Supervises: N/A

TO APPLY

Visit vetricommunity.org/about/careers/ to complete our online application and upload resume, cover letter (**required**) and samples of work (i.e. social media and/or graphic design samples.)

Vetri Community Partnership is an Equal Opportunity Employer.