JOB TITLE: Marketing Coordinator -- Forté Foundation

Organization
Forté is changing the balance of power in the workplace. We open doors for women to reimagine what they can achieve in business—from launching first jobs to advancing to the C-suite. Our powerful alliance of talented women, influential companies, leading undergraduate and business schools, and pioneering donors empowers women to change their career trajectories, their earning power, and their lives.

Through business education, role models, professional networks, and leadership training, Forté shows women how to build the credibility, skills, network, and confidence to thrive as leaders and change the status quo. More information about Forté can be found at [http://www.fortefoundation.org](http://www.fortefoundation.org).

Position Description
Reporting to the Creative Director, the Marketing Coordinator plays an integral role in supporting a range of internal and external marketing efforts and will work in close partnership with the Marketing and extended Forté team. This is an exciting and diverse role that includes a mix of project coordination and ownership, event production, management and administrative tasks, and creative work. The ideal Marketing Coordinator is an eager learner, proactive and critical thinker, finds joy in organizing, and has a drive to optimize processes.

The Marketing Coordinator will have the following key responsibilities:

**Event Marketing**
- Manage the edits/creation of on-site collateral, signage, materials, including event PowerPoints.
- Support the execution of event promotion tactics.
- Recruit volunteers for partnership events — communicate logistics, send materials and instructions.
- Manage event raffle follow-up — including data entry, database import, notifying winners and sending prizes.
- Review event surveys, analyze results, and make suggestions for improvements.
- Assist with special programs and initiatives, such as Campus Reps, sponsorship opportunities, etc.

**Collateral, Inventory, Admin**
- Research and manage Forté swag and gifts inventory; create and manage online Forté store.
- Update Forté collateral as needed. Order nametags/business cards for staff.
- Execute mailings and respond to material requests (schools, sponsors, campus reps, partnership events, etc.)
- Update the Quotes and Statistics repositories. Assist with research on target audiences, benchmark data, and women in business statistics.
- Maintain digital marketing files — organize and catalog logos, event photos, videos, and project archives.
- Track invoices and other key data and metrics as needed.

**Digital Marketing & Reporting**
- Manage Forté’s online events calendar.
- Execute updates to website; partner/sponsor change requests and general content as needed.
• Support execution and tracking of deliverables for marketing partnership trades and paid advertising (gathering assets and tracking links, placing digital banners, sending screenshots, and follow-up reporting)
• Lead project management system and support database management or other digital projects as they arise.

Desired Characteristics
• Excellent communication and interpersonal skills.
• Ability to manage projects and multi-task.
• Attention to detail, responsiveness, flexibility and ability to work under tight deadlines.
• Must be able to work autonomously, meet deadlines, and set priorities in a fast-changing environment.
• Tenacity in learning new skills, identifying solutions, and resolving issues.
• Interest in data and digital marketing: managing websites, social media, email programs, reports.
• Experience with CMS (WordPress, Convio), email program (Emma, Constant Contact, etc.), Photoshop and InDesign experience (ability to “edit” existing collateral).
• Demonstrates energy and passion for the Forté vision.

Required Education / Qualifications
• Bachelor’s degree preferred.
• 0 to 2 years of work experience in marketing, non-profit, Higher Ed, event management, or related fields.
• Excel and PowerPoint proficient.
• Travel to and assist with Forté events as needed.

Salary
Commensurate with experience.

Benefits
401K retirement plan with 5% matching.
Health and Dental insurance.
Generous paid time off / holiday schedule.
Work virtually.

Job Environment
Employees of Forté work independently from home offices. Each employee should have the capacity within their home to set-up a work environment or office. Forté provides a computer, phone, office supplies, and subsidizes the cost of internet service for each employee. Preference will be given to candidates in Texas, New Orleans, Massachusetts, or Rhode Island.

To Apply: Send cover letter and resume via e-mail to: Christine Roach, Forté HR at jobs@fortefoundation.org
Deadline: March 24, 2019