



POSITION DESCRIPTION

Position: Marketing & Communications Coordinator

Department: Membership & Marketing

Classification: Full-time, salary of \$38,000 - \$41,000

How to apply: Please submit your resume and cover letter at: www.shapeamerica.org/apply

About SHAPE America:

SHAPE America – Society of Health and Physical Educators serves as the voice for 200,000+ health and physical education professionals across the United States. The organization’s extensive community includes a diverse membership of health and physical educators, as well as advocates, supporters, and 50 state affiliate organizations.

Since its founding in 1885, the organization has defined excellence in physical education. For decades, SHAPE America’s National Standards for K-12 Physical Education have served as the foundation for well-designed physical education programs across the country. Additionally, the organization helped develop and owns the National Health Education Standards.

SHAPE America provides programs, resources and advocacy that support an inclusive, active, kinder, and healthier school culture, and champions health and physical educators at every level, from preschool to university graduate programs.

Summary:

The Marketing & Communications Coordinator supports the Senior Manager, Marketing and Membership in executing all membership and marketing recruitment, retention, and engagement projects and campaigns across email, online platforms, direct mail, print, collateral, and events including SHAPE America’s website.

Supervision:

Reports to the Senior Manager, Marketing and Membership

Nature and Scope of Work:

1. Help implement marketing plans for SHAPE America programs, products, and conferences via Email.

- Manage, curate, craft and send emails on behalf of SHAPE America.
- Create compelling and engaging content for various marketing collateral, including website copy, blog posts, social media posts, email newsletters, and press releases.
- Utilize design software to create graphics for web, email, and social media usage.
- Work with audiovisual content to broaden SHAPE America’s message and mediums, for SHAPE America’s audiovisual projects including but not limited to TOY Talk Tuesdays, Unplugged, etc.
- Assist with social media posts and management as needed.
- Help Membership & Marketing Department implement and uphold brand look and messaging across SHAPE America including in tone, voice and messaging.

2. Help maintain SHAPE America's web and online presence.

- Page creation, updates, redirects and removals (HTML5, CSS3, ES6).
- Mobile responsiveness of webpages.
- Instantiate meta-data/keywords for SEO.
- Setting up, maintaining and updating tagged lists in RiSE (web platform).
- Uploading content (PDFS, Word documents,MP4s,etc.) to website and linking on pages.
- Modifying existing PDFs and Word documents.
- Minor audio/video editing, including cutting out silent portions of content.
- Compressing file size (online resources).
- Adding metadata, keywords and alt tags to increase SEO ranking across all sites.
- Stay updated on the latest digital marketing trends and techniques to recommend innovative strategies.

Other duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Other duties may be assigned.

Desired Qualifications:

- Bachelor's degree in marketing or communications, or four years of additional relevant professional-level work experience may be substituted in lieu of a bachelor's degree.
- 1-3 years of experience in member marketing/communications, member relations, association management, program/product marketing preferred.
- Prior experience using Informz or similar platform preferred.
- Knowledge of Adobe Suite and/or Canva required.
- Excellent written and oral communication required.
- Excellent project management and organization skills; ability to prioritize and effectively see tasks through to conclusion.
- Attention to detail and strong follow up.
- Ability to successfully manage multiple tasks and deadlines simultaneously.
- Proven ability to work independently.
- Have a positive "can-do" attitude and a true passion for what you do.

Location:

SHAPE America is a fully remote organization. Occasional travel is required for meetings and the SHAPE America National Convention & Expo.

Schedule:

Monday-Friday, 33.75 hours per week

Benefits:

SHAPE America offers competitive benefits, including paid holidays, annual and sick leave, company paid health insurance, matching 403(b) plan, half-day Fridays, and more.

SHAPE America is wholly dedicated to recruiting, developing, and retaining a diverse group of talented people. We are committed to provide equal opportunities to all employees and applicants without regard to race, color, religion, gender, national origin, age, disability, sexual orientation, gender identity, or other protected criteria, in accordance with applicable law.