

Marketing & Community Engagement Job Ad

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| FLSA Status: | Non-Exempt |
| Job Title: | Marketing & Community Coordinator Engagement |
| Status: | Full - Time, 40 Hours/Week |
| Pay Schedule: | Salary |
| Salary: | \$50,000 - \$53,000 annually depending on experience |
| Benefits: | SIMPLE IRA, Paid Time Off, Basic Life & Disability |
| Department: | Sales |
| Reports To: | Marketing & Ecommerce Manager |

About the Organization:

Women's Bean Project is a mission-driven food production operation with a strong commitment to social impact. We produce high-quality food products while providing hands-on job training and workforce development for individuals overcoming employment barriers. We are a small, passionate team that values collaboration and teamwork. When you join Women's Bean Project, you're not just taking a job- you are changing lives!

Why Join Us?

- Purpose driven work that transforms lives through employment
- Dynamic and supportive team culture
- Be part of an organization that blends operational excellence with community impact
- Generous paid time off, holidays, and mental health days
- Medical, Dental, and Vision insurance with no waiting period.

Position Overview:

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The **Marketing & Community Engagement Coordinator** bridges the Women's Bean Project with its community, as well as bridging our online and in-person communities. You will help define our social media presence, serve as a Bean Project ambassador at events off and on – site, and work with dedicated revenue team to create transformative jobs for underserved women.

Key Responsibilities:

30% - Event Management:

- Collaborate with small businesses, corporations, and community groups to leverage resources and co-host fundraising and sales events.
- Support offsite sales or fundraising events to meet associated revenue goals
- Represent the organization at community tabling events such as farmer's markets, third party fundraisers, and conferences.
- Maintain a post-event engagement strategy, such as follow-up surveys, thank-you campaigns, and targeted communications to sustain relationships with attendees and leads.
- Lead the set-up, operation, & tear-down of onsite events such as private tours, culinary demonstrations, and networking events.
- Identify & pursue offsite community engagement opportunities for WBP including tabling, lunch-and-learns, conferences, and markets with corporate groups or mission-aligned organizations.
- Oversee the third-party booking of Women's Bean Project building space and meeting rooms and serve as liaison onsite for these groups.
- Manage off – site volunteers and corporate group events

30% - Content Creation:

- Film video content for product listings like Amazon and Shopify
- Produce & edit short-form content for WBP social media (Facebook, Instagram, Pinterest, LinkedIn)
- Photograph & video record onsite and offsite WBP events, including graduations, market tables, fundraisers, and onsite sales events.
- Collaborate & brainstorm on social media & blog content with Marketing & ECommerce Manager.
- Assist in the testing, photographing, and filming of Recipe Club content.
- Proofread and edit content for clarity, grammar, and accuracy, maintaining high standards for all published material keeping within brand voice and tone.

30% - Social Media Management:

- Assist in the spearhead & launch of a WBP TikTok account.
- Schedule social media posts and marketing emails according to the marketing schedule as set forth by the Marketing & Ecommerce Manager.
- Engage with WBP social media followers in a friendly, proactive manner.
- Delegate any direct message inquiries to the correct staff members.

10% - Revenue Support:

- Track marketing & ecommerce KPI's as set by the Marketing & ECommerce Manager and generate reports using Excel.
- Act as a second set of eyes to ensure all Marketing and ECommerce information is correct and links all work as expected.
- Occasionally assist customers at the front desk & onsite retail store.
- Assist Sales Director, Office Administrator, and Marketing & Ecommerce Manager in customer service cases.
- Identify and engage with business owners, local organizations, community groups, and corporate partners. This may include in-person networking, events, emailing, calling, database entry, reporting and more.
- Assist the rest of the revenue team as needed, which may include data entry, filing, email or phone outreach, or other administrative tasks while in the office.

Qualifications:

- Bachelor's degree in journalism, Multimedia Production, Marketing, Communications or Public Relations, or 3 - 4 years of work experience in a similar field.
- Proven work experience in social media management for business accounts.
- Proven experience in event marketing, sales, or fundraising.
- Proven work experience in content creation including shortform video.
- Intermediate skills in professional video editing software such as Adobe Premiere Pro.
- Advanced skills in digital design platforms such as Canva or Adobe Creative Cloud.
- Intermediate skills in Microsoft Office 365 (Excel, Word, PowerPoint, Outlook, etc).
- Basic knowledge of email marketing software such as Constant Contact or MailChimp.
- Novice skills in website platform software such as WordPress or Shopify.
- Intermediate to advanced knowledge of social media trends and content styles.
- Basic knowledge of POS systems like Square or Shopify.
- Ability to work a flexible schedule to accommodate events on weekends or evenings.
- Fluency in a language other than English, especially Spanish, is a plus.
- Excellent written and verbal communication and interpersonal skills
- Effective time management and the ability to adapt to changing circumstances in fast-paced environments.

- Strong organizational skills and attention to detail, with the ability to multitask and prioritize effectively to hit deadlines and see projects through to completion.
- Understanding of utilizing brand voice, tone and design guidelines.
- Passion for community organization, women's empowerment, and mission-based nonprofit work.

Physical Demands:

- 25% travel required for off site events
- Must have reliable transportation, commuting to off – site locations.
- Lift up to 50 lbs., carrying materials to and from transportation vehicle.
- Must be able to remain in a stationary position for long periods of time.
- Must be able to move frequently to set up product at off – site events locations

Working Environment:

This job operates in a professional environment. This role must be able to use standard office equipment such as computers, phones, and photocopiers.

Hours:

- 40 hours a week, flexible hours depending on outside events.
- May require working evenings and weekends.

Acknowledgement:

Other than the completion of marginal functions, all of the above duties and responsibilities are essential service position functions subject to reasonable accommodation. All position requirements listed indicate the minimum level of knowledge, skills, and/or ability deemed necessary to perform the duties proficiently. This position description is not to be construed as an exhaustive statement of duties, responsibilities, or requirements. Individuals may be required to perform any other position-related instructions as requested by their supervisor, subject to reasonable accommodation. This position announcement is not all inclusive.

Women's Bean Project does not discriminate on the basis of race, color, national origin, sex, age, political affiliation, sexual orientation, disability and/or religion. Reasonable accommodations may be provided upon request.

To Apply: Send cover letter and Resume to HR@womensbeanproject.com. No recruiters and no phone calls, please.

EEO Statement:

We are committed to providing equal employment opportunities to all persons regardless of race, color, ancestry, citizenship, national origin, religion, veteran status, disability, genetic characteristic or information, age, gender, sexual orientation, gender identity, marital status, family status, pregnancy, or other legally protected status (collectively, protected statuses). We do not tolerate unlawful discrimination in any employment decisions, including recruiting, hiring, compensation, promotion, benefits, discipline, termination, job assignments or training.

Disclaimer:

The above job definition information has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Job duties and responsibilities are subject to change based on changing business needs and conditions. This is a part-time position and not eligible for health benefits.