

GLOBALTIES > KC

POSITION DESCRIPTION: Marketing Coordinator *(Full time)*

WHAT THIS IS: A unique opportunity to manage communication work including social media, advocacy messaging, virtual programming, events and community outreach for Kansas City's premier international affairs organization.

WHO YOU ARE: A highly detail-orientated individual who is excited to showcase the global nature of Kansas City, the value of exchange programs, and the diversity of the Midwest. You have a passion for social media and marketing and experience running social media campaigns and designing websites and newsletters. You are comfortable in the Adobe Suites portfolio, and have a talent for storyboarding, shooting, and creating short videos. You have excellent writing skills, and enjoy developing marketing campaigns. You are passionate about the larger world and you think that the mission of Global Ties KC is important for the community at-large.

WHO WE ARE: Global Ties KC is a non-profit organization whose purpose is to improve global understanding and achieve peace through exchange programs between international visitors and citizens in our communities. Global Ties KC promotes citizen diplomacy by person-to-person contacts to help shape United States foreign relations "one handshake at a time." We bring over 400 delegates to KC each year, including business, non-profit, and government leaders from over 100 countries. International Visitor Leadership Program alumni include over 500 current or former Heads of State.

Position Title: Marketing Coordinator
Type of Position: Full Time (Contract-to-Hire)

Responsibilities and position overview:

- Develop and implement marketing strategies for Global Ties KC social media sites and maintain a robust social media presence on Twitter, Facebook, LinkedIn, Instagram, and YouTube
- Create promotion material for Global Ties KC events
- Maintain story archives, through regular communication with Global Ties KC Program Alumni and maintain organization Salesforce records
- Create videos (four a month posted on YouTube) utilizing existing footage of Global Ties KC events and programs, and gathering your own video content once in-person programs restart
- Maintain the organization website via Squarespace template, and utilize Mailchimp to create weekly mailers and monthly newsletters
- Create and promote Virtual Events, utilizing webinar software such as Zoom and StreamYard
- Planning logistics for 20 events throughout the year, including room reservations and catering, creating promotional material, handling RSVP's and setting up for each event. This will include formal dinners, happy hours, potlucks, lunches with delegates and the annual celebration.

Required skills and attributes

- EXCELLENT oral and written communication skills
- Interest in international exchange and diplomacy
- Flexibility and ability to adapt to changing work demands, as well as ability to juggle multiple tasks and deadlines. Ability to work on concurrent projects with minimal supervision required.
- Experience with Adobe products
- Experience managing social media channels such as Twitter, Facebook and Instagram, YouTube, and LinkedIn and a talent for content creation
- Additional consideration for candidates with experience in Salesforce or other CRM database software
- Must pass a background check (as you may work with youth on occasion)

Work Environment

Global Ties KC is currently engaged in a hybrid-model; applicants must be available for in-person activities in Kansas City. We host around 40 unique international exchanges a year. A large part of your role will be meeting these groups across the metro, to take photos and video clips and to capture the impact of their exchange. Occasional overtime/weekend hours are required during youth and conference programs.

Compensation

Salary range \$36,000-\$42,000 a year (exempt) depending on experience, plus vacation and paid holidays.

To apply, please do the following:

1. Please submit a cover letter describing your interest and qualification for the specific position for which you are applying
2. Include a current resume
3. Provide a list of three to five references, including a recent supervisor or someone familiar with your work

Please include a joke within the text of your email. Submit via email (preferred) to info@globaltieskc.org

Only applications submitted per the above procedure will be accepted for review. Global Ties KC is an equal opportunity employer and is committed to a diverse and inclusive workplace.