



## MARKETING AND COMMUNICATIONS COORDINATOR

Building One Community (“B1C”) seeks a skilled and collaborative **Marketing and Communications Coordinator** who will play a key role in executing our marketing and communications strategy. This position is responsible for designing and developing all print and digital marketing materials, managing promotional campaigns, crafting participant success stories, maintaining the organization’s digital presence, and supporting internal communication needs. The ideal candidate is a creative, detail-oriented professional with strong organizational and project management skills who is passionate about storytelling and impactful communication. The Marketing and Communications Coordinator is a hybrid, Full-Time non-exempt position reporting directly to the Director of Communications. The position allows for a hybrid work schedule of 3 days in office and 2 days of remote work.

### **Essential Duties:**

*Responsibilities will include, but are not limited to:*

#### **Design & Content Creation**

- Design and develop print and digital marketing materials, including flyers, brochures, monthly digital booklet, annual appeal, newsletters, and banners.
- Create visually compelling promotional items and branded materials to support events and initiatives.
- Manage photography and video storage (FILECAMP), organization, and accessibility for internal and external use.

#### **Digital Marketing**

- Develop and execute email marketing campaigns to engage stakeholders, donors, and participants.
- Create and manage a social media content calendar, ensuring a consistent and engaging presence across platforms.
- Collaborate on content creation for social media, including text, graphics, and video production.

#### **Storytelling & Content Development**

- Craft compelling participant success stories that highlight organizational impact for use across platforms.
- Collaborate with program teams to gather content, testimonials, and visuals that reflect the organization’s mission.

#### **Website Management**

- Oversee general website updates, ensuring accurate, timely, and engaging content.
- Analyze website performance and user engagement to inform ongoing improvements.

## **Internal Communication & Collaboration**

- Coordinate and fulfill internal communication requests, ensuring all materials align with organizational branding and messaging.
- Work cross-departmentally to support promotional needs for events, programs, and campaigns.

## **Project Management & Reporting**

- Maintain a content and communications calendar to align with organizational priorities and deadlines.
- Track and analyze the performance of campaigns and materials to optimize future efforts.

## **Required Qualifications & Skills:**

- Bachelor's degree in marketing, communications, graphic design, or a related field.
- 1-2 years of experience in marketing, communications, or related roles.
- Proficiency in Canva or similar design tools.
- Experience with email marketing platforms (e.g., Mailchimp, Constant Contact) and social media management tools.
- Strong writing and storytelling skills with a proven ability to craft engaging content.
- Knowledge of website content management systems (e.g., WordPress)
- Excellent organizational and time management skills, with the ability to manage multiple projects simultaneously.
- Detail-oriented and able to maintain brand consistency across all materials.
- Photography and/or video editing skills are a plus.
- Fluent English communication skills required; Spanish language skills a plus.
- Belief in B1C's mission and goals.

**About Us:** Building One Community – The Center for Immigrant Opportunity is a non-profit organization established in 2011 to provide a comprehensive resource center for recent immigrants in the Stamford, CT area. B1C's mission is to advance the successful integration of immigrants and their families.

To apply for this position, please submit your resume to [jobs@b1c.org](mailto:jobs@b1c.org). No telephone calls please.

*Building One Community is an Equal Opportunity Employer*