



## **Marketing & Communications Coordinator**

The Community Foundation of Greater Memphis has been working to strengthen our community through philanthropy since 1969. The Community Foundation is a place where generous people from diverse backgrounds come together to make our community a better place. Collectively, they have created the largest grantmaker - public or private - in the Memphis area. We fulfill our mission by:

- Developing and managing charitable funds and endowments, offering the highest level of service and expertise to individuals, families, and institutional donors and their successors;
- Actively addressing the needs of the community by examining community issues, securing and distributing resources, advocating for positive change, and convening meetings and conversation which encourage donors and the community to respond; and
- Encouraging philanthropy and the growth of charitable resources among individuals, families, businesses, and community institutions.

The Community Foundation has many audiences – donors, professional advisors, nonprofits, students seeking scholarships, and the public in general.

### **Position Summary**

The Marketing & Communications Coordinator amplifies the work and impact of the Community Foundation through content and engagement strategies across varied marketing channels.

Under the direction of the Vice President of Marketing & Communications, the Marketing & Communications Coordinator will communicate the Community Foundation's mission and promote its brands to further establish the Community Foundation as the region's premier philanthropic services organization.

This position will:

- Create content that supports the Community Foundation's two main responsibilities: philanthropic services and community impact. This includes identifying, researching, and creating compelling stories—primarily written stories (e.g., features, interviews, and impact pieces)—as well as engaging social media posts and occasional multimedia content such as short videos.
- Manage and grow the Community Foundation's social media presence. This includes developing platform-appropriate content for target audiences, maintaining a strategic content calendar, coordinating paid digital campaigns, and engaging with followers across channels.

- Coordinate the execution of special events. This includes collaborating with departments and liaising with vendors.
- Update and maintain content on the Community Foundation's website, ensuring accuracy and timeliness.
- Maintain organized systems for tracking and archiving communications materials. This includes managing a story bank, curating a photo and video archive, and keeping the content and communications calendar up to date to support timely, consistent messaging.
- Provide relevant administrative support. This includes maintaining email distribution lists and tracking invoices.
- Other duties as assigned.

### **Qualifications**

- Bachelor's degree *or* at least 3 years related work experience;
- Ability to prioritize work, meet deadlines, and produce quality results;
- Ability to communicate successfully with various stakeholders both in person and in writing;
- Knowledge of social media platforms and their application;
- Knowledge of graphic design, photography, and videography, including creating and editing, a plus, but not required;
- Proficient computer skills – in particular, knowledge of Microsoft Office, Constant Contact, and database management – and a willingness to learn new software programs.

A successful candidate will demonstrate:

- Organizational skills and attention to detail;
- Creativity, problem-solving skills, and a willingness to collaborate;
- The initiative and responsibility necessary to manage and share progress on a variety of projects simultaneously;
- Self-motivation and flexibility in changing circumstances;
- Integrity, judgment, and discretion in working with confidential information;
- Ability to represent the Community Foundation at community and social events while highlighting key initiatives and investment performance;
- Willingness to build rapport with stakeholders especially through email, over the phone, in group settings, and in one-on-one meetings;
- Demonstrated interest in philanthropy and in serving community needs.

### **Additional Requirements**

This position requires the candidate to work between 6-10 evenings a year at various special events.

### **Salary**

\$55,000 - \$60,000 plus benefits including paid time off, parental leave, and six work-from-home days per quarter, and a yearly 10% contribution to 401(k).

Reports to: Vice President of Marketing & Communications

To apply, send cover letter and resume to [info@cfgm.org](mailto:info@cfgm.org). Inquiries by email only. No phone calls, please. We ask that your cover letter reflects your own voice and not be generated by AI tools like ChatGPT. We value authenticity and personal insight in your application.

Resumes will be accepted through May 30, 2025.

Women and people of color are encouraged to apply. The Community Foundation of Greater Memphis follows an equal opportunity employment policy and employs personnel without regard to race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, physical or mental ability, pregnancy, veteran status, military obligations, or marital status.