



Communications and Marketing Coordinator

The Communications and Marketing Coordinator will support communications and marketing initiatives that engage families in joining our programs and mobilize others to give, advocate, and volunteer to advance the mission of Science Club for Girls (SCFG). Reporting to the Director of Development, the Communications and Marketing Coordinator will support SCFG in the important work of targeted communications and marketing campaigns.

The Communications and Marketing Coordinator will support the development of content for ad campaigns, newsletters, outreach, events, and online communications tools (website and social) and support the growth of a consistent and positive public image for the organization. Our ideal candidate is collaborative, a detail oriented communicator who enjoys engaging audiences across platforms and is excited to learn and grow with a mission-driven organization.

KEY RESPONSIBILITIES

Social Media and Digital Presence

- Assist in creating and scheduling social media posts, managing content calendars, and responding to community inquiries to foster engagement.
- Assist in tracking social media trends and help optimize content to increase engagement, reach, and follower growth.
- Assist in website content updates, ensuring it remains relevant, user-friendly, and aligned with the organization's overall marketing strategy.

Marketing Campaigns and CRM

- Work with Database Analyst to maintain clean data across the email platform and CRM (Salesforce).
- Help manage email lists, segment audiences, and ensure campaigns are personalized to optimize open rates and engagement.
- Track campaign performance and assist in optimizing user journeys for various audience segments.



Campaign & Project Coordination

- Work with team members to support the creation and implementation of communications and marketing plans inclusive of e-newsletters, print communications, social media, blogs, and local media engagement to support program recruitment, engage SCFG's stakeholders, and promote giving campaigns and events.
- Support database maintenance and audience segmentation in Salesforce and Mailchimp.
- Track and report on key performance metrics for marketing campaigns.
- Maintain organized systems to ensure deadlines are met and deliverables are completed.

Content Production and Marketing Assets

- Capture and edit videos and photos at events, clubs, and community gatherings.
- Work closely with Staff, Board Members, and Mentors to gather content that highlights organizational initiatives, participant stories, and key updates.
- Collaborate with team members to create materials for outreach and tabling, including flyers, displays, and giveaways.
- Support contracted PR firms with media outreach and PR activities.
- Organize and maintain a library of media assets.

General

- Perform additional tasks as assigned by the Director of Development.
- Attend organization events and activities. Occasional nights and weekends required.



QUALIFICATIONS

- 2-4 years of experience in communications, marketing, or a related field. Experience in a nonprofit organization is a plus.
- Strong writing, editing, and communication skills.
- Proficiency in graphic design tools (e.g., Canva) is required; video editing software experience is a plus.
- Experience with social media platforms, content management tools, and email marketing platforms.
- Experience using Salesforce or other CRM to manage data.
- Experience managing websites (preferably Wix), and ensuring brand consistency.
- Ability to work effectively in a fast-paced environment, manage multiple projects simultaneously, and meet deadlines.
- Ability to work independently and with individuals at all levels of the organization, including across teams and departments.
- Strong interpersonal and relational skills and a commitment to working respectfully with individuals of different races, ethnic groups, socioeconomic backgrounds, and life experiences.
- Sensitivity, tact, diplomacy, and the ability to honor confidential information.
- Prior experience with social justice, STEM Education, and/or girl-serving non-profit organizations preferred, but not required.
- Comfortable engaging with children and young adults to create content.

To apply, please send your **resume** and **cover letter** in PDF format to employment@scienceclubforgirls.org, subject line: Communications and Marketing Coordinator. In the cover letter, applicants should demonstrate their interest in our organization, the position, and how this opportunity aligns with their career goals and aspirations. Please also include a **digital portfolio** or other examples of your work with your resume and cover letter.

Science Club for Girls is an AA/EOE employer. Women and people of color are strongly encouraged to apply.



Salary and Benefits

SCFG is located in Kendall Square, a 10-minute walk from the Kendall/MIT MBTA station. This is a hybrid position. Currently, the majority of SCFG staff are working 2 days/week in the office on Tuesdays and Thursdays and 3 days/week remotely. This position requires regular in-person attendance at Science Clubs (afternoons and Saturdays) and vacation week programs to capture program content. Occasionally, SCFG participates in organizational or partner related events that occur on weekdays and weekends. The salary range for this position is \$60,000-\$65,000. Benefits include 401(k), health and dental insurance, 3-weeks paid time off plus one week off at the end of the calendar year, 12 paid holidays, and 6 personal/sick days annually. This position is open to Massachusetts residents only.