

Marketing Coordinator

Job Title: Marketing Coordinator

Reports To: Founder & Executive Director

FLSA Status: Exempt

Salary: \$45,000–\$60,000

About the Organization:

Sankofa Community Development Corporation (CDC) develops sustainable, long-term solutions to address systemic disparities through community collaborations, shared partnerships, and equitable development practices. The organization's mission is to build healthier communities for generations to come. Through its initiatives in health, land use, education, and economic development, Sankofa CDC promotes environmental and social justice while supporting community-driven change.

About the Position:

The Marketing Coordinator supports the implementation of Sankofa CDC's marketing efforts, assisting with campaign execution, content creation, digital marketing, and community engagement. This role focuses on supporting day-to-day marketing activities and helping strengthen brand awareness and program visibility across the organization.

The ideal candidate is both creative and analytical, capable of translating Sankofa's community-focused work into clear and engaging messaging that reaches diverse audiences. A strong understanding of New Orleans culture is preferred, along with the ability to work collaboratively with internal teams, community stakeholders, and external partners.

Duties and Responsibilities

Campaign Development and Execution

- Support the planning and execution of marketing campaigns aligned with Sankofa CDC's goals and priorities
- Assist with developing marketing plans and supporting implementation across multiple channels
- Create written and visual content for print, website, newsletters, and social media
- Work with leadership and external consultants to support campaign development

Digital Marketing

- Support digital marketing efforts across platforms, including website and social media
- Assist in managing multi-channel campaigns from concept to execution
- Monitor and report on performance of campaigns using available tools
- Stay up to date with digital marketing trends and tools

Content Creation and Management

- Support development of content calendars and assist with publishing content
- Write and edit content while maintaining brand consistency
- Assist with website updates in coordination with design or web partners

Social Media Management

- Support Sankofa CDC's social media presence across platforms
- Create, schedule, and publish posts highlighting programs, initiatives, and events
- Monitor engagement and assist with responding to inquiries

Event and Community Marketing

- Support the promotion and documentation of events, including community programs and markets
- Assist with coordination of promotional materials and outreach

Data Tracking and Reporting

- Track basic performance metrics using available tools
- Assist in preparing reports for leadership review

Collaboration and Communication

- Work with internal teams and partners to support consistent, mission-aligned messaging
- Support cross-departmental communications and outreach efforts

Qualifications

Required

- 2–3 years of experience
- Bachelor's degree in Marketing, Business, Communications, or related field
- Strong communication, writing, and editing skills
- Familiarity with social media platforms and basic analytics
- Ability to manage multiple tasks and meet deadlines
- Strong organizational and project management skills
- Ability to work collaboratively and communicate clearly
- Cultural understanding of the New Orleans community preferred

Preferred

- Experience with web analytics tools (e.g., Google Analytics 4)
- Experience with digital advertising platforms (e.g., Google Ads, Meta Ads)
- Familiarity with CRM or marketing tools
- Basic knowledge of web design or content management systems

Work Environment & Additional Information

- This is a full-time, in-person position based in New Orleans, LA
- Occasional evening or weekend work for events and community programs
- Local travel for events, outreach, and market activities
- This role requires autonomy, sound judgment, and the ability to represent Sankofa CDC's mission and values in diverse settings

Physical Requirements

- Ability to sit or stand for extended periods
- Ability to lift up to 25 pounds (marketing materials, signage, event supplies)
- Ability to move throughout outdoor spaces and event sites
- Ability to use standard office equipment
- Clear verbal communication for outreach and collaboration
- Ability to review digital and printed materials