**Position Title: Marketing and Communications Coordinator**

**Reports to:** Senior Director of Marketing and Communications

**Direct Reports:** N/A

**FLSA Status:** Full-time, Exempt

**About USGIF:** USGIF’s purpose is to promote the geospatial intelligence tradecraft and to develop a stronger community of interest between government, industry, academia, professional organizations and individuals who share a mission focused around the development and application of geospatial intelligence to address national security objectives.

**Job Summary:** The Marketing and Communications Coordinator assists with all Foundation marketing and communications activities to include branding, event marketing, web and social media, the USGIF digital magazine, public relations, and media/press outreach regarding USGIF events, programs, and membership initiatives. The role is responsible for advising on and execution of communications and marketing budgets for the Foundation. In addition, the position contributes to measuring and monitoring the effectiveness of marketing initiatives, and continuously improving the application of marketing strategies and tactics.

**Responsibilities:**

* **Provide marketing and communication support for the Foundation’s events and activities, and contribute to a climate of teamwork, collaboration, and constant improvement in service of the Foundation’s mission:**
  + Employ external communication and public relations skills to extend the visibility, value, and reputation of the organization.
  + Develop and expand programs and communications that appeal to members and prospective members across multiple sectors- ex. defense, intelligence, public safety, civil agencies, and disaster relief. Engagement with new members in the expanding commercial GEOINT/geospatial industry is an important element of USGIF’s purpose.
  + Plan and execute communications strategies that highlight the thought leadership and philanthropic contributions of the Foundation with key government, academic, and private sector stakeholders and the public.
* **Support the creation and implementation of marketing and communications plans that coordinate and align each of the various initiatives across the Foundation and its strategic communications plan**
  + Propose and manage sound marketing and communications budgets and associated projects for assigned initiatives, seeing them through to completion and/or continuous improvement.
  + Support efforts to manage the USGIF and associated brands in order to maintain a consistent and purposeful image.
  + Work collaboratively across the Foundation’s staff to ensure performance-driven marketing efforts for events and programs, membership development, and academic initiatives.
  + Develop and design special marketing materials and promotions, such as e-news, newsletters, brochures, educational promotions, press releases, invitations, and other projects as assigned.
  + Assist with identifying, selecting, and managing external suppliers, and monitor their effectiveness.
* **Deliver and promote USGIF programs that deliver value to Foundation partners and members, advancing the tradecraft and creating opportunities to accelerate GEOINT innovation across the community. Programs include the GEOINT Symposium, GEOConnect Main Stage, Workshops/Forums, the GEOGala/Lifetime Achievement Award Dinner, and other events.**
* Communicate dates, FAQs, and key deadline changes to internal stakeholders (e.g., Senior Director of Marketing and Communications, Senior Leadership Team, senior department staff, customer service) and external stakeholders (e.g., speakers, assistants, travel coordinators, public affairs staff, and media/press organizations).
* Contribute to ensuring cross-staff efforts for marketing, exhibit sales, registration, and exhibit operations are clearly understood and well synchronized.
* Participate in efforts to develop key messages that underpin all USGIF communications media (including emails, the USGIF website, external media/press and advertising), and execute comms plans and strategies that reflect these.
* Ensure USGIF communications are clear, timely, and informative for intended audiences.
* Participate in production of USGIF visual media for USGIF programs and events, ensuring adherence to USGIF brand guidelines and that are clearly relatable to the programs/events.
* Build and leverage relationships with USG public affairs elements to identify ways to make USGIF information broadly available and accessible to relevant government employees.
* **Support efforts to plan and produce USGIF’s official publication, *trajectory* magazine, to inform, educate, and provide relevant, actionable content in a format that is compelling and engaging to all geospatial intelligence stakeholders.**
* As requested, contribute to writing, editing, and production of USGIF’s *trajectory* media program, to include website, e-newsletter, and social media engagement.
* Suggest ways to leverage *trajectory* to share USGIF news and initiatives, position the Foundation as a thought leader, and educate the community.
* Participate in Foundation media relations and oversee writing and distribution of press releases.
* Recommend and execute decisions related to the *trajectory* budget.
* **Lead and develop email marketing strategies and content**
* Assist with development and execution of USGIF email strategies, content, and schedules.
* Within the USGIF email schedule, create content relevant to the community, and review content prepared by others for its relevance and accuracy.
* Coordinate with USGIF events, membership, and *trajectory* staff to ensure email content is synchronized, compelling and reflects USGIF key messages and branding.
* Leverage USGIF email marketing to communicate important dates, events, and happenings in the community as a means of delivering valuable insights to the community.
* Periodically review trends in email content and data about engagement with that content to recommend new approaches.
* **Support efforts to update and maintain USGIF website**
* Ensure USGIF website content is accurate, up-to-date, grammatically correct, aesthetically pleasing, adheres to USGIF brand guidelines, and delivers an excellent user experience.
* Periodically review trends in content and data about engagement with that content to recommend new approaches.
* **Serve as a key member of the USGIF team, contributing to the Foundation’s events and activities, exhibiting teamwork, collaboration, and constant improvement in service of the Foundation’s mission:**
* As directed, execute the foundation’s prioritized strategy to encompass the technology and program influences on changing mission and markets.
* Alongside the other members of the USGIF team, ensure the long-term sustainability of the Foundation, modelling a culture of collaboration and staff effectiveness.
* On occasion, serve as a spokesperson for the Foundation, employing external communication and public relations skills to extend the visibility, value, and reputation of the organization.
* Identify and suggest ways to improve event offerings to engage broad and expanding audiences.
* Identify and suggest ways to develop and expand programs that appeal to members and prospective members across multiple sectors- ex. Academia, defense, intelligence, public safety, civil agencies, and disaster relief. Engagement with new members in the expanding GEOINT academia programs is an important element of USGIF’s purpose.
* Contribute to and execute communications means that highlight the thought leadership and philanthropic contributions of the Foundation with key government, academic, and private sector stakeholders and the public.

**Work Experience**

* Minimum of 2 years’ marketing or communications experience (internships acceptable)
* Familiarity with the U.S. defense, intelligence, and homeland security communities, and the technologies and trends within the broader geospatial intelligence industry is a plus
* Familiarity with small business operations and/or nonprofit operations and management is a plus

**Education and Knowledge/Skills/Abilities**

* Bachelor’s degree required; Marketing, or Communications preferred. Related advanced degree is a plus
* Excellent interpersonal and communication (oral and written) skills
* Experience with visual media production software, in particular Adobe Creative Cloud/InDesign, Illustrator, and Photoshop.
* Experience with HTML and website design tools, such as WordPress
* Must be a solid leader, a motivated follower, and a collegial teammate
* Ability to multi-task, prioritize, and meet deadlines in a fast-paced environment
* Excellent computer skills with proficiency in Microsoft Office
* Must be able to travel nationally occasionally and internationally (rarely)
* Familiarity with Association Management System (AMS) or Customer Relationship Management (CRM) tools a plus

**Working Conditions:**

* Periodic attendance at local evening events
* Being able to lift materials (~25 lbs.)

**To Apply:**

To be considered, please submit a cover letter and resumé́ to operations@usgif.org with the subject: Marketing and Communications Coordinator.