**Position Title: Marketing Coordinator**

**Reports to:** Vice President of Programs

**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 Coordinator leads all Foundation marketing activities to include branding, event marketing, web and social media, the USGIF digital magazine, programs, and membership initiatives. The role is responsible for advising on, coordination, and execution of 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 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 marketing skills to extend the visibility, value, and reputation of the organization.
  + Lead and execute USGIF’s social media marketing initiatives, including both native and paid content.
  + Lead and execute USGIF’s marketing for digital and (where applicable) print media outlet advertising.
  + Develop and expand marketing that appeals 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 and the academic sector is an important element of USGIF’s purpose.
  + Plan and execute marketing strategies that highlight the thought leadership and philanthropic contributions of the Foundation to key government, academic, and private sector stakeholders and the public.
* **Creation and implementation of marketing plans that coordinate and align each of the various initiatives across the Foundation and its strategic goals**
  + Propose and coordinate the elements of sound marketing 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.
  + Coordinate the development and design of special marketing materials and promotions, such as e-news, newsletters, brochures, educational promotions, and other projects as assigned. This includes coordinating external graphics and web contract work, as well as design and execution by the Marketing Coordinator as needed.
  + Assist with identifying, selecting, and managing contracted or bartered marketing services suppliers, and monitor their effectiveness.
* **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, 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 Communications, Senior Leadership Team, other Foundation staff) and external stakeholders (e.g., contracted suppliers, marketing partners).
* Contribute to ensuring cross-staff efforts related to marketing, exhibit sales, registration, and exhibit operations are clearly understood and well synchronized.
* Ensure USGIF marketing communications are clear, timely, accurate, grammatically correct, and informative for intended audiences.
* Contribute to and coordinate 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.
* **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.
* **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:**
* Demonstrate a commitment to the community and the work of the USGIF staff by being an active participant in Foundation activities and developing a working level-understanding of the GEOINT discipline and community.
* May be asked to support efforts to update and maintain USGIF website, ensuring content is accurate, up-to-date, grammatically correct, aesthetically pleasing, adheres to USGIF brand guidelines, and delivers an excellent user experience.
* 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.
* Identify and suggest ways to improve Foundation offerings to engage broad and expanding audiences.

**Work Experience**

* Minimum of 2 years’ marketing 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 preferred. Related advanced degree is a plus
* Excellent interpersonal and communication (oral and written) skills
* 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
* Experience with visual media production software, in particular Adobe Creative Cloud/InDesign, Illustrator, and Photoshop.
* Familiarity with HTML and website design tools, such as WordPress
* 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:**

* Position is a hybrid work role, with both in-person (i.e., at USGIF office in Herndon, VA or other metro-D.C. area locations) and remote work.
* USGIF full-time employees are expected to work 40 hours per week, with core hours being 9:30 am to 3:30 pm ET to allow for flexible work hours.
* Periodic attendance at local evening events
* Being able to lift materials (~25 lbs.)