Digital Marketing Coordinator

The United States Geospatial Intelligence Foundation (USGIF) is in search of a creative, analytical, and self-motivated Digital Marketing Coordinator to help execute the marketing strategy for the Foundation. This position will assist in both traditional and digital media initiatives as they relate to the Foundation's professional certification program, membership initiatives, accredited collegiate certificate program, and event marketing. The right candidate will have a passion for social media engagement, SEO, and knowledge of trending digital media methods.

The Digital Marketing Coordinator will:
- Create compelling content to be used across traditional and digital platforms
- Implement social media planning, monitoring, advertising, and reporting strategy to align with overall marketing goals
- Research, plan, and implement USGIF’s annual GEOINT Symposium mobile app
- Develop email marketing content
- Perform website updates and maintenance
- Be knowledgeable in paid search advertising, Google analytics, and SEO
- Utilize multimedia platforms for webinars, blogs, podcasts, and videos
- Assist in proofreading marketing copy, marketing research, presentations, and reporting
- Proactively contribute ideas and add value to the overall marketing strategy
- Perform related duties as assigned

Qualifications
- Bachelor's degree in Marketing, Advertising, Communications or related field of study required
- 2-3 year's experience within marketing, digital media, and/or advertising
- Experience with social media channels and platforms to include trends and management tools such as Hootsuite
- Ability to drive initiatives to closure with little supervision while working successfully in close cooperation with others
- Highly organized with a strong ability to immediately re-task based on emerging priorities
- Exceptional communication skills, both written and verbal, required
Preferred qualifications
- Experience using email marketing/automation platforms is a huge plus, particularly Higher Logic
- Graphic design experience
- Non-profit or trade association experience or interest

Working Conditions:
- Work occasionally requires lifting materials (~25 lbs.)
- Must be able to travel nationally occasionally

USGIF is the leader in bridging industry, government and academia to advance the geospatial intelligence tradecraft and is the only accrediting body in the geospatial intelligence field. We offer yearly scholarships of more than $125,000, work closely with numerous colleges and universities as well as K-12 schools, and organize professional training sessions and community gatherings. USGIF collaborates with major players in this space by organizing high-profile events such as the annual GEOINT Symposium and leads the industry in thought leadership via its trajectory magazine and State & Future of GEOINT Report.

How to apply:
Please send cover letter and resume by October 11 to hr@usgif.org, Subject: Digital Marketing Coordinator. No phone calls please. No recruiters.