



Position Title: Marketing Content Coordinator

Reports to: Senior Vice President of Content and Community Engagement

Direct Reports: None

FLSA Status: Full-time, Exempt

About USGIF:

USGIF promotes the geospatial intelligence tradecraft and builds a strong community of interest among government, industry, academia, and professionals focused on national security objectives through geospatial intelligence.

Job Summary:

The Marketing Content Coordinator supports the development and execution of USGIF's social media, digital marketing initiatives, and the coordination of marketing content workflows. This role focuses on creating compelling content, fostering engagement, managing the timely execution of marketing deliverables, and driving awareness of USGIF's programs, events, and thought leadership within the geospatial intelligence community.

Key Responsibilities:

Social Media Strategy and Execution

- Develop and execute social media strategies to amplify USGIF's messaging and programs across platforms (LinkedIn, Twitter/X, Instagram, Facebook).
- Create, curate, and schedule engaging, high-quality content, including posts, graphics, videos, and stories aligned with USGIF's brand voice.
- Monitor social media trends, conversations, and analytics to optimize strategies and increase audience engagement.

Content Creation and Coordination

- Serve as the primary liaison for marketing content requests across USGIF teams.
- Manage the intake, scheduling, and prioritization of marketing deliverables to ensure timely execution.
- Maintain a central repository of content and creative assets for easy access and reuse.
- Design and manage a content calendar to ensure consistent messaging across all social channels.

- Collaborate with USGIF teams to gather content ideas and highlight events, sponsorships, and initiatives.
- Incorporate multimedia (infographics, short videos, photography) to enhance storytelling and engagement.

Community Engagement and Growth

- Actively engage with followers, respond to inquiries, and foster conversations that promote USGIF's mission.
- Identify and cultivate relationships with influencers, media outlets, and partners to expand USGIF's digital reach.
- Assist in the planning and execution of live social media coverage for USGIF events, including the GEOINT Symposium.

Performance Analysis and Reporting

- Track, analyze, and report on social media metrics to assess performance and inform strategy improvements.
- Stay current on platform algorithms, tools, and trends to ensure USGIF remains competitive in the digital space.

Website and Email Marketing Support

- Coordinate with the Digital Marketing team to update website content and ensure accuracy.
- Support email marketing campaigns by developing content and tracking engagement metrics.

Qualifications:

- Associates degree in Marketing, Communications, Journalism, or related field required. Bachelors degree preferred.
- 1-3 years of experience managing social media and digital content creation.
- Strong writing, editing, and visual storytelling skills with attention to detail.
- Proficiency in social media and marketing management tools (e.g., HubSpot) and design platforms (e.g., Canva, Adobe Creative Suite).
- Ability to analyze performance data and translate insights into actionable strategies.
- Experience with non-profits, events, or trade associations a plus.

Working Conditions:

- Primarily telework, with one day a week in-office (Herndon, VA, or St. Louis, MO).
- Occasional evening events and national travel required.
- Must be comfortable with occasional lifting of materials (~25 lbs).

Please submit resumes via email to hr@usgif.org