



Marketing Coordinator

OBJECTIVE:

The Marketing Coordinator will assist in the development of Capital Roots' public communications strategy and help guide regular communication with stakeholders, media, funders, public officials and the general public via traditional and emerging media and communications platforms.

QUALIFICATIONS:

- Bachelor's degree in marketing, communications, public relations or a related field.
- Experience with graphic design.
- Ability to work in a dynamic environment, meeting multiple deadlines with attention to detail.
- Superior communication skills, both verbal and written. Organizational and project management expertise.
- Excellent computer skills (web and desktop publishing – Illustrator, Photoshop, Premiere Pro, WordPress).
- Experience using social media (Facebook, Twitter, Instagram, LinkedIn etc.)
- Photography and video skills.

RESPONSIBILITIES INCLUDE:

- Layout and design of newsletter, flyers, posters, and other promotional material.
- Create and coordinate content for all social media outlets, website and e-news.
- Draft press releases, media advisories and marketing materials.
- Develop working relationship with media to promote organization's programs and events.
- Collaborate across the Community Engagement team and Capital Roots' entire organization to provide support, build resiliency, knowledge and company culture
- Other duties as assigned by Community Engagement Manager, Chief Operating Officer and CEO.
- Manage the publicity and photography for events and programs of Capital Roots.
- Manage the ordering and selling of all promotional products for the organization.

SALARY & BENEFITS:

This is a full-time non-exempt position (40 hours per week) paid at an annual rate of \$30,680 per year, in a flexible work environment. Excellent benefits including fully paid comprehensive medical insurance and partially covered dental insurance upon hire (benefit of ~\$8,000). In addition to generous vacation time, we observe 11 paid holidays – including three floating holidays – and offer paid personal and sick time. You also have the option to enroll in our 403b retirement plan.

ABOUT CAPITAL ROOTS

Capital Roots is striving to create a more vibrant and equitable food system in New York's Capital Region. We work to reduce the impact of poor nutrition on public health in New York's Capital Region by organizing community gardens, providing healthy food access, offering nutritional and horticultural education for all ages and coordinating urban greening programs in Albany, Rensselaer, Schenectady and southern Saratoga Counties. Our mission is to cultivate and nourish communities by creating equitable access to fresh food and green spaces in support of a robust regional food system.

To learn more about Capital Roots, go to www.capitalroots.org.

Capital Roots is an Equal Opportunity Employer committed to creating a multicultural organization. We seek to foster diversity across our organization and welcome the unique contributions our team members make based on their diverse perspectives, backgrounds, and lived experiences.

Send cover letter and resume to:

Michael DellaRocco, Community Engagement Manager

Capital Roots – 594 River Street, Troy NY 12180

Or by email: media@capitalroots.org