

Make-A-Wish® Eastern North Carolina Marketing Content Coordinator Description

Title:	Marketing Content Coordinator
Department:	Marketing and Communications
Reports To:	Director of Marketing
Classification:	Full-time; Exempt
Salary:	\$49,000
Instructions:	Please send a PDF copy of your cover letter, resume, and relevant portfolio materials to Ashley White awhite@eastnc.wish.org with the subject line "Marketing Content Coordinator". No phone calls please!

SUMMARY JOB DESCRIPTION

The Marketing Content Coordinator is responsible for working with the Director of Marketing to develop and execute Make-A-Wish Eastern North Carolina's varied and integrated multi-channel marketing and communications plans. This role requires a creative and analytical thinker who can effectively communicate our mission, share our powerful wish stories, engage our community, and drive donor and volunteer engagement.

MAJOR RESPONSIBILITIES:

Content Creation and Storytelling

- Partner with Mission Delivery team to identify compelling, mission-centered stories.
- Write, edit, and adapt wish stories that demonstrate the impact of the chapter's mission to use for the chapter website, social media platforms, email communications, fundraising campaigns, donor communications, and other marketing materials.
- Edit and organize photos and other visual assets provided by wish families, maintaining a centralized content library for use by the Development and Mission Delivery teams.
- Attend wish celebrations, fundraising events, and other chapter activities to capture photos, videos, and stories that support marketing and communications efforts.

Digital Marketing and Website Management

- Manage and maintain the Make-A-Wish Eastern North Carolina website, ensuring wish stories, financial information, staff and board listings, event details, and other chapter resources are accurate, current, engaging, and aligned with organizational priorities.
- Create and distribute email marketing campaigns and digital communications in coordination with chapter priorities and fundraising initiatives.
- Support search engine optimization (SEO), generative engine optimization (GEO), and paid digital advertising efforts to increase online visibility, audience engagement, and awareness of the chapter's mission.
- Monitor digital marketing performance, analyze trends, and identify opportunities to improve content effectiveness, website traffic, and audience engagement.

Integrated Marketing and Brand Management

- Design and update basic graphics, digital assets, and print collateral for use across the organization.
- Develop marketing materials for the Development and Mission Delivery teams, ensuring consistent branding, messaging, and visual identity across chapter communications.
- Create and update donor stewardship materials in collaboration with the Development team to recognize supporters and communicate the impact of their generosity.
- Maintain and organize marketing resources, templates, photography, and other shared assets to ensure materials are accessible and consistently reflect chapter brand standards.
- Review and edit content for accuracy, clarity, grammar, tone, and alignment with Make-A-Wish brand guidelines.
- Support integrated campaigns by coordinating messaging and content across digital platforms, email communications, website updates, and print materials.
- Assist with public relations efforts, including drafting and editing press releases, media pitches, story submissions, and other communications materials.

JOB SKILLS AND ESSENTIAL FUNCTIONS:

- Strong writing, editing, and storytelling skills, with the ability to adapt messaging for different audiences and communication channels.
- Photography and photo-editing skills, including the ability to cull, edit, and organize images using Adobe Lightroom Classic.
- Video and video-editing skills, including the ability to create long and short form videos using Adobe Premiere Pro.
- Basic graphic design skills and familiarity with design tools such as Canva and Adobe Photoshop.
- Experience with website content management systems and email marketing platforms such as Constant Contact and Drupal.
- Understanding of digital marketing principles, including SEO, GEO, paid advertising, and performance analytics.
- Strong attention to detail, organization, and project management skills, with the ability to manage multiple assignments and deadlines.
- Ability to collaborate effectively with colleagues across departments and manage projects independently.
- Strong interpersonal and communication skills, including the ability to handle sensitive stories and family-provided content with professionalism and care.
- Commitment to the mission of Make-A-Wish and the ability to communicate its impact with authenticity, compassion, and enthusiasm.

QUALIFICATIONS:

- BA or BS Degree in graphic design, public relations, communications, marketing, or another similar program. Candidate must have at least 1-3 years of experience.
- Proficient in Adobe Creative Cloud Platforms including Illustrator, Photoshop, Lightroom Classic and Premiere Pro, knowledge of HTML/CSS is a plus.
- Working knowledge of social media platforms, Canva, Salesforce and Google Analytics.
- Valid driver's license and reliable vehicle.
- Exceptionally high level of attention to detail.
- Ability to manage and prioritize multiple tasks efficiently.
- Ability to interact with all levels of personnel, handle sensitive information professionally, and maintain strict confidentiality.
- Excellent oral and written communication and customer service skills.

- Ability to troubleshoot and make sound decisions in response to rapidly changing situations.
- Available to work during Chapter office hours (8:30am – 5:00pm; Monday - Friday) as well as occasional nights and weekends to assist with wishes and events. This position is based in the Chapter office which is located near North Hills in Raleigh, NC. We currently work in a hybrid environment. Mondays and Wednesdays are required in-office days.

REWARDS AND BENEFITS:

- Salary - \$49,000 per year (pay periods are bi-monthly).
- Comprehensive benefit package: Medical, Vision, Dental with 100% employer-paid options.
- Optional benefits for employee: Long-Term Disability and Life Insurance with 100% employer-paid options.
- Flexible Work Environment.
- 401(k) Retirement Savings Plan: up to 3% Match.
- Incentive bonus plan offered based on individual & organizational performance.
- Generous PTO Package including sick, vacation, and floating holidays.

Make-A-Wish® Eastern North Carolina is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

We are committed to championing diversity, equity, and inclusion, fostering an organization that is accessible and welcoming for all wish families, volunteers, donors, and staff. We stand against racism, violence, and intolerance and aim to be inclusive of all people and backgrounds. Our chapter is committed to creating this environment to ensure we can meet our vision to grant the wish of every eligible child.

This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. Make-A-Wish Eastern North Carolina makes hiring decisions based solely on qualifications, merit, and business needs at the time. For more information, read through our EEO Policy <https://wish.org/careers>.