



Northern Border Regional Commission

Location: This is a fully remote, work from home position. Candidates may be based anywhere within NBRC's territory (Maine, New Hampshire, New York & Vermont)

Position Title: Marketing Coordinator

Supervisor: Deputy Executive Director

Travel Requirements: Periodic travel within the NBRC's territory for stakeholder, staff, and Commission meetings.

POSITION SUMMARY

The Marketing Coordinator will work collaboratively with Northern Border Regional Commission (NBRC) staff and leadership, and Federal and State partners, to develop and implement an external marketing & communication strategy. The NBRC is a growing Government Agency serving four States: Maine, New Hampshire, New York & Vermont.

The Agency has an extensive network of regional partners, including communication outlets, through which it communicates key details of grant programs and other notable events. In collaboration with the NBRC's leadership & staff, the coordinator will build upon this existing network, and develop a strategy to ensure that all eligible potential grantees and partners are aware of the NBRC, its programs, its outcomes, and its initiatives.

This is a new position at the NBRC, and is an opportunity to develop a strategy working in close collaboration with the NBRC's small but growing staff, and extensive stakeholder network. The coordinator will be able to take a leadership role in determining communication priorities and messages.

This position is able to be based anywhere within a NBRC State (Maine, New Hampshire, New York, or Vermont), with periodic in-territory travel for stakeholder, staff, and Commission meetings.

ROLES AND RESPONSIBILITIES

Marketing Coordinator responsibilities include:

- Develop & implement an external marketing & communication strategy for the NBRC, in collaboration with NBRC leadership.
- Maintain & expand the NBRC's contact and stakeholder database (Constant Contact).
- Develop print and digital collateral to include: program materials, Agency priority materials, website content, press releases.
- Connect with NBRC stakeholders throughout the region to ensure key NBRC messages and communications are included in partner's materials.
- Develop the NBRC's Annual Report.
- Build upon the NBRC's digital photo archive, to include reaching out to stakeholders (e.g., past grantees) to collect photos of successful NBRC grant-funded projects.
- Represent NBRC programs to public stakeholders, and State and Federal partners.
- Coordinate response to NBRC press inquiries.
- Manage content on the NBRC's website.

- Create and maintain NBRC’s social media presence.
- Coordinate with NBRC staff and leadership to organize and promote internal and partnership-focused events, including grantee and Local Development District trainings.

Other tasks: The Marketing Coordinator will support other Commission functions as needed.

REQUIRED SKILLS AND EXPERIENCE

The Marketing Coordinator will be an analytical team member with a curiosity about topics in economic development more broadly. The ideal candidate will have 3-5 years of prior experience in a relevant field:

- Broad spectrum of marketing & communication knowledge.
- Superior communication abilities, including the ability to communicate with a diverse group of individuals.
- Superior writing ability; most NBRC communications at least begin in written form.
- Flexibility and versatility: Provide rapid response to varying, often time-pressured assignments; possesses the agility to move quickly between complicated issues.
- Ability to understand and synthesize new information quickly and thoroughly, and to develop new and novel ways of communicating it clearly.
- Demonstrates initiative with regard to building relationships in the NBRC’s region, collecting material from partners and grantees, and developing recommendations for communication strategies and tactics for NBRC leadership.
- Knowledge of / existing network of communication outlets in the NBRC’s region is a plus.
- Ability to handle high stress and potentially confrontational situations in a calm and effective manner.
- Adaptable with respect to changes in work processes and near-term objectives.

This is a full-time role, defined as 40 hours/week. The determined salary range for this role is set at \$60,000 – \$75,000 depending on the skills and experiences of the successful candidate (for internal equity, NBRC cannot engage in salary negotiations outside of this range). This position is benefits-eligible, and the position is eligible for annual salary increases based on cost-of-living adjustments and merit.

To apply: Please submit a resume and cover letter to Molly Taflas, Deputy Executive Director, mtaflas@nbro.gov. Please *do not* include photos or social media links with your application materials.

This job description is intended to provide general information about the position. It is not an employment contract and is not intended as a complete list of all job roles and responsibilities. The incumbent may be required to perform other roles and responsibilities. As with all positions, the responsibilities, roles, and requirements of this job may change. The organization, at its discretion, may alter this job description at any time with or without notice.

Equal Employment Opportunity Statement

The NBRC is an Equal Opportunity Employer. The NBRC does not discriminate against any employee or applicant for employment on the basis of race, religion, color, sex, gender identity, gender expression, arrest record, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment and personnel actions such as compensation, promotion, benefits, layoffs, or terminations are decided on the basis of qualifications, merit, and business need.