



Job Title: Marketing Coordinator	Full Time / Part Time / Seasonal: Full-time
Exempt/Non-exempt: Non-exempt	Rate: 19.50/hour
Schedule: M-F, some evenings, and weekends	Minimum Hours: 40
Organization: Advancement Department	Supervisor Title: Director of Advancement

The Marketing Coordinator oversees projects within the Advancement Department, working closely with the Director of Advancement to engage existing supporters, develop new audiences, and broaden Fairytale Town’s reach. The Coordinator is primarily responsible for online communications, including the website, social media, and email marketing campaigns, as well as print communications.

Job Duties: *Duties may include but are not limited to:*

- Oversee online activities to engage new and existing audiences.
- Oversee Fairytale Town’s social media marketing efforts, including content scheduling and creation. May also assist with social media for the Sacramento Adventure Playground.
- Maintain the websites for both Fairytale Town and the Sacramento Adventure Playground, including drafting content and making updates as needed.
- Draft, design, and oversee email marketing efforts, including managing content schedule and contact lists.
- Oversee the Humpty Report, Fairytale Town’s newsletter. Create written and visual content. Collaborate with various departments to finalize content. Plan editorial calendar to maintain deadlines.
- Project manage other collateral projects as needed.
- Write, distribute, and follow-up on calendar releases sent to relevant media outlets throughout the park’s market area.
- Coordinate with appropriate team members to ensure sponsorship and membership benefits are fulfilled.
- Coordinate and market the Tales & Ales Brewfest annual fundraiser, including working with the event contractor and Tales & Ales Planning Committee.
- Assist the Director in coordinating press, photo, and editorial opportunities, as needed.
- Ensure Fairytale Town brand and image standards are maintained.
- Participate in and photograph park programs and events on evenings and weekends, as needed.
- Other duties, as needed.

Job Skills/Experience Requirements:

- Ability to handle multiple tasks in deadline-driven environment. Oversee projects from conception through completion, working interdepartmentally to meet deadlines.
- Strong writing, communication, and organizational skills with the ability to write for a variety of audiences.
- Strong computer skills and advanced working knowledge of online software and tools, including website design programs, social media sites, and video editing programs.
- Graphic design experience and knowledge of design software such as Adobe Suite, Canva, etc.



Job Skills Desired:

- Experience with a nonprofit organization.

Education / Certifications:

- B.A. in marketing, public relations, or communications completed or in progress.

Job Abilities:

- Flexible schedule and ability to work weekends and occasionally evenings, holidays and weekends for special events, especially when sponsors are present.
- Possession of a valid California driver's license and reliable transportation.
- Ability to lift 25 pounds.
- Ability to sit or stand for extended periods of time.
- Able to work around and in close contact with animals daily.

How to Apply:

Submit a cover letter and resume to Ellen Azevedo, Director of Advancement, at eazevedo@fairytaletown.org. No phone calls.