



Job Title: Marketing Coordinator
Location: Remote - Tulsa, OK
Reports To: Chief Executive Officer
Role: Full Time/Contract

Job Overview

The Simon Estes Educational Foundation is seeking a proactive and creative Marketing Coordinator to assist in planning, executing, and managing a variety of marketing initiatives that promote the foundation's mission. This role is ideal for someone with a strong background in social media management, digital marketing, content creation, and event coordination, who is passionate about community engagement and educational opportunities.

The Marketing Coordinator will work closely with the foundation's board, advisors, and external vendors to implement social media campaigns, create promotional content, and coordinate foundation events. The ideal candidate should have a solid foundation in marketing strategies with a particular focus on social media outreach.

This role offers a unique opportunity for applicants to make a profound impact on the lives of bright, financially disadvantaged Tulsa-area high school students. By developing and executing innovative marketing strategies, the Coordinator will play a crucial role in expanding the foundation's reach, raising awareness during the foundation's fundraising efforts and application processing period, thus driving support for scholarships that help students attend some of the nation's most prestigious universities.

Key Responsibilities

- **Social Media Management**
 - Develop and implement social media campaigns to enhance engagement with donors, potential applicants, local companies, scholarship alumni, and other stakeholders
 - Create, schedule, and manage social media content across platforms such as Facebook, Instagram, X (formerly Twitter), and LinkedIn
 - Track performance metrics against marketing goals and regularly report to key stakeholders
 - Actively monitor social media channels for trends, interactions, and engagement, promptly responding to followers and addressing comments to foster ongoing conversation and community engagement

- **Direct Mail & Print Campaigns**
 - Collaborate with external vendors for database management and direct mail campaigns
 - Assist in the creation of personalized solicitation letters targeting key stakeholders such as donors, local companies, and foundations
 - Support the design and distribution of print materials like brochures and anniversary postcards

- **Content Creation**
 - Generate and distribute engaging content for a variety of channels, including social media posts, email newsletters, and marketing collateral
 - Assist in crafting articles, press releases, and media communications to promote key events and announcements
- **Event Coordination**
 - Support the planning and execution of co-partnered events, such as collaborations with community organizations like Young People of the Next Generation (YPNG)
 - Help organize scholarship fairs, student workshops, and other local community events
- **Public Relations & Media Management**
 - Assist in securing local media coverage for foundation announcements, scholarships, and key events
 - Manage relationships with media contacts, including coordinating interviews and ensuring accurate representation of the foundation in the press
- **Promotional Materials & Outreach**
 - Work with external designers/agencies to create and design marketing materials such as brochures, flyers, and newsletters
 - Distribute relevant foundation materials to local businesses, libraries, and educational institutions as needed

Qualifications

- Associate or bachelor's degree in marketing, communications, public relations, or a related field
- 3+ years of experience in marketing, communications, or a related role
- Proven experience managing social media platforms and crafting digital marketing strategies
- Strong organizational skills with the ability to manage multiple projects and deadlines
- Excellent written and verbal communication skills
- Experience using social media management tools (e.g., Hootsuite, Buffer) and analytics tools to track engagement and campaign success
- Ability to work collaboratively with a team and external vendors

Preferred Skills

- Familiarity with event planning and coordination
- Basic graphic design skills or familiarity with design tools (Canva, Adobe Suite) for creating social media graphics
- Experience working with or within the nonprofit sector is a bonus

This position allows you to contribute to a mission with a proven 40-year track record of success, helping to ensure that deserving students can pursue higher education and achieve their career aspirations. Working alongside dedicated team members and partnering with local organizations, your efforts in promoting the Foundation's work through social media, events, and public outreach will directly support the next generation of leaders, creating lasting change in both their lives and the Tulsa community.