Position: Marketing Coordinator (Contract)
Location: Detroit, MI
Reports to: Executive Director, Equity Alliance of Michigan

About Equity Alliance of Michigan

Equity Alliance of Michigan is a community-rooted nonprofit that empowers underserved residents and businesses through our three core pillars: Entrepreneurship, Empowerment, and Employment Mobility. We help individuals launch and grow businesses, build stronger communities through advocacy and awareness, and prepare job seekers for in-demand careers with skills-based training. Our mission is to create equitable access to opportunity and success by breaking down systemic barriers and envisioning a thriving Detroit where every person has the tools and support to reach their full potential.

Position Summary

We're seeking a dynamic Marketing Coordinator on a contract basis to develop and execute a strategic marketing plan that raises awareness of Equity Alliance's programs, services, and impact. In this role, you will maintain and update our website, create and publish compelling content across social media channels, coordinate content for our annual Impact Report, track performance metrics, and support ongoing campaigns to deepen community engagement and expand our reach.

Key Responsibilities

- **Strategic Planning:**
  - Develop a 12-month marketing roadmap aligned with organizational goals (program launches, events, funding announcements).
- **Website Management:**
  - Maintain and update content via our CMS (WordPress or similar).
- **Content Creation & Social Media:**
  - Produce and schedule consistent posts across Facebook, Instagram, LinkedIn, Twitter/X, and emerging platforms.
  - Write blog posts, email newsletters, press releases, and promotional materials.
- **Annual Impact Report:**
  - Gather data and narrative input from program leads, draft content and design briefs, coordinate with graphic designer, and manage review cycles to deliver a polished Impact Report each year.
- **Analytics & Reporting:**
  - Monitor website traffic (Google Analytics) and social media metrics; prepare monthly performance reports with recommendations.
- **Brand & Communications:**
  - Ensure all materials adhere to Equity Alliance branding guidelines and messaging tone.
  - Coordinate with external designers or vendors for graphics, video, and advertising needs.
- **Community & Donor Communications:**
  - Draft collateral for fundraising appeals and donor newsletters.
  - Support press and media relations: maintain media list, draft pitches, and track coverage.
- **Event & Campaign Support:**
  - Promote key events (e.g., Entrepreneur Hub workshops, Boot Camp sessions, Summer Discovery programs).
  - Coordinate photo/video coverage and on-site marketing collateral.
- **Database & CRM:** *(optional)*

       ○   Update and segment email lists in Mailchimp (or CRM) for targeted campaigns.

Qualifications

- Bachelor's degree in Marketing, Communications, or related field preferred.
- 2+ years of experience in nonprofit or mission-driven marketing.
- Proficiency with website CMS (WordPress preferred), email marketing platforms, and social media scheduling tools.
- Strong writing, editing, and project-management skills, with an eye for design and detail.
- Demonstrated ability to translate strategic goals into engaging content and measurable campaigns.
- Experience with Google Analytics, basic SEO best practices, and social-media analytics dashboards.
- Self-starter who thrives in a fast-paced, collaborative environment.

Contract Details & Compensation

- **Term:** 6-month contract, with potential for extension based on performance and funding.
- **Hours:** Approx. 20–30 hours/week (flexible schedule; some evening or weekend work for events).
- **Rate:** Commensurate with experience.

To Apply

Please email a cover letter, resume, and a brief sample marketing plan (2-page maximum) to **deanna@equityallianceofmichigan.org** with the subject line **"Marketing Coordinator Application."** Applications will be reviewed on a rolling basis until the position is filled.