**Connect passion with purpose.** Access to Capital for Entrepreneurs (ACE) is a 20-year Community Development Financial Institution (CDFI) that gives small businesses a chance when others can’t or won’t. Since ACE’s first loan in 2000, we have provided over $100 million in business capital to small businesses and supported more than 1,300 entrepreneurs to create or retain over 12,000 jobs across 68 counties in Georgia.

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| |  |  |  | | --- | --- | --- | |  |  |  | | **Marketing & Communications Coordinator** |  | |
| **Job Summary:**  The Marketing & Communications Coordinator will perform a variety of specialized and administrative functions to increase ACE’s visibility through the development and distribution of information and materials. In addition to a solid understanding of print and Web production content, this individual will create and adhere to strict timelines, coordinate meetings and presentations, and have excellent organizational skills. This role requires contribution to the development of publications, facilitating marketing campaigns, creating timelines, and assisting with events.  **Essential Duties & Responsibilities:**   * Create and maintain marketing and promotional materials, both print and electronic. * Work with publication vendors for timely ad submissions. * Design and create ads to help support departmental marketing needs. * Design and launch email marketing fundraising campaigns. * Work with IT vendor to maintain website design and operation. Update client photos, Company logos, etc. * Create and maintain organization literature and other forms of communication. * Develop fresh Success story ideas for lenders, programs, and funders. * Create and distribute press releases, media relations content, bi-annual newsletter content and speaking proposals. * Maintain database of press releases, interviews, articles, media hits, nominations * Promote the organization through public relations initiatives. * Manage ACE’s social media assets, including campaign ideation and execution. * Work with Key ACE personnel for Targeting Marketing Campaigns for Lending Products, Markets, Grant Programs, etc. * Identify, develop and execute communications strategy for key media contacts and corporate supporters. * Develop and manage media relationships and coordinate/manage press interviews. * Research media coverage and industry trends. * Write/coordinate appropriate nominations for ACE staff or clients * Coordinate with various departments and Marketing vendor to create new or update collateral as needed. * Maintain collateral inventory and ensure all key areas have required on-hand quantity. Includes business cards, marketing flyers, special use flyers, etc. * Manage ACE’s google ads through creating new or refreshing as needed. * Create an Annual Report to send to Funders, Supporters, etc.   **Minimum Qualifications & Skills:**   * 1-3 years of work related experience is required. * Bachelor’s degree in related field preferred. * Experience with software for social media, Hootsuite or similar is preferred. * Proficient in MS Office applications and Google suite. * Confident communicator and outstanding interpersonal skills. * Strong writing, editing, proofreading and layout/design skills are essential. * High degree of problem-solving abilities. * Superior project, time and organizational management skills. * Have a strong public presence – articulate, optimistic and energetic with the ability to motivate and inspire people at all levels.   **Work environment and physical demands:**   * The job is performed indoors in a traditional office or remote setting. Office location is in Atlanta, Georgia, hours flexible to include nights and weekends, as needed. * Using a computer while sitting for extended periods is common. * The ability to remain in a stationary position roughly 50% of the time, as well as the ability to move about the office occasionally (accessing files/storage, office equipment, computers and other office productivity devices, attending meetings, etc.), is required. * No heavy lifting is expected, though occasional exertion of about 20 lbs. of force (e.g., picking up and carrying binders, laptops) may be required. Good manual dexterity required to use common office equipment (e.g., computers, mobile devices, calculators, copiers, scanners). |
| **Reports to: Executive Assistant to the President** |