



## Marketing and Community Specialist

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### Overview:

NextCorps is a nonprofit catalyst for entrepreneurship and innovation-based economic development located in Rochester, NY. We're partnering with global innovation firm, SecondMuse, to launch, fund, and commercialize climate tech innovation and provide hands-on support to the founders and teams bringing these technologies to market. These two programs are funded by New York State Energy Research and Development Authority (NYSERDA) to help speed the adoption of climate tech offerings and support greater environmental justice. The Marketing and Community Specialist will support the following objectives:

- Build the organization's brand and reputation in the markets it serves
- Create awareness of programs and coordinate events with targeted audiences
- Generate leads for programs and services, and support lead conversion efforts
- Create experiences for community engagement
- Tell the story of the community

### Position Description

The marketing and community specialist will work with NextCorps' marketing director and program managing directors to deliver integrated marketing activities for the organization. Key responsibilities include:

- Write concise, relevant and error-free content for use in various marketing tactics, including posts for Facebook, LinkedIn, Twitter, and Instagram, articles for blogs and newsletters, digital ads, case studies, event flyers and program collateral
- Distribute communications on a timely basis on social media channels, organization and program websites, event calendars, partner sites, and internally inside the organization
- Make updates to website with fresh content, news, events
- Support the monthly Nextcorps newsletter by contributing updates and content
- Support and participate in event coordination (online or in person) from a marketing perspective, such as creating Eventbrites/registration, developing digital toolkits for promotion/partner engagement, coordinating awards, writing event programs, and providing actual day-of-executional support
- Develop relationships with social media and press outlets/organizations that are consistent with the program mission for promoting climate tech and startup entrepreneurship
- Support the storytelling of the community; this includes cataloging news and successes from client companies for use in PR, marketing, newsletters, and reporting
- Collaborate with funders and sponsoring organizations where activities and messaging can support our program partners and affiliates

- Work with the marketing department to identify operational efficiencies and find opportunities to leverage shared-resource opportunities whether it be for filming, photography, podcasting, or other
- Support sponsorship management for branded collateral
- Develop, scrub, and manage email distribution lists within our CRM and Salesforce.com in coordination with program managers
- Measure and track effectiveness of digital activities (SEO, visits, page views, likes, conversion, etc.)
- Report regularly to marketing and managing directors about status of activities
- Participate in NextCorps' and community events to represent and promote NextCorps, including taking photos for use in social media

## Qualifications

- Marketing / communications experience of 2-6 years
- Solid writing and communications skills
- Proven ability to plan, execute tactics, measure success, and refine strategies
- Strong organizational skills, time management, and attention to detail
- Experience with driving lead gen and awareness digital marketing and social media campaigns, with results to show impact of work
- Experience with WordPress, Facebook, LinkedIn, Twitter, and Instagram
- Ability to present recommendations and provide training/coaching
- Familiarity with InDesign, Photoshop or similar graphics programs; Mailchimp, Constant Contact and SalesForce
- Ability to work some evenings and weekends to support events

## Attributes

- Proactive
- High integrity
- Resourceful
- Thoughtful
- Collaborative
- Community Driven
- Storyteller

## Education

- Bachelor's degree required

## Physical Requirements

- Access to transportation for working in office and the ability to work from home

## Relationships

Reports To: Marketing Director  
 Manages: N/A  
 Coordinates With: Two Program Managing Directors and Marketing Manager

## Additional Details

Location: Sibley Square, 260 East Main Street, Suite 6000, Rochester, NY  
 Compensation: Salary  
 Work Schedule: Full time (40 hours)

## Important Note

NextCorps reserves the right to modify, interpret, or apply this position description in any way the company desires. This position description in no way implies that these are the only duties, including essential duties, to be performed by the employee occupying this position. This position description is not an employment contract, implied or otherwise. The employment relationship remains "at-will."

All qualified applicants will be afforded equal employment opportunities without discrimination because of race, creed, color, national origin, sex, age, disability or marital status.

**To Apply for this position**

Please email your resume and cover note/letter to: [resumes@nextcorps.org](mailto:resumes@nextcorps.org), with "Marketing and Community Specialist" in the subject line.