



**Job Title: Marketing Coordinator (Temporary Part-Time)**

**Reports To:** Director of Marketing

**Job Type:** Temporary, Part-Time

**Rate:** \$18.50/Hr

**Position Overview:**

The LCTA is seeking a creative and driven Marketing Coordinator to join our team on a temporary, part-time basis. This individual will provide crucial support for marketing initiatives, focusing primarily on website content/design, social media management, and photography. The ideal candidate will have a background in digital marketing, creative design, and content creation, with a keen eye for photography and visual storytelling. The role will also involve creating a strategic plan to enhance LCTA's social media and website presence, driving engagement and increasing visibility across digital platforms.

**Key Responsibilities:**

**1. Website Support & Content Development:**

- Assist in the design and content creation for the LCTA website, ensuring it is visually appealing, functional, and user-friendly.
- Provide ongoing updates and improvements to website content, ensuring it is aligned with marketing goals and brand guidelines.
- Collaborate with other teams to ensure that all website content is current, relevant, and optimized for user experience.

**2. Photography:**

- Capture high-quality photographs of the LCTA building, events, and various assets for use on the website and social media platforms.
- Create engaging, creative photo content that enhances the visual presence of LCTA's online platforms.
- Work with the marketing team to incorporate these photos into web and social media content, maintaining a consistent aesthetic.

**3. Social Media Management:**

- Assist in the development and execution of social media content strategies across platforms (Facebook, Instagram, Twitter, etc.).
- Create, curate, and schedule posts that align with LCTA's messaging and marketing goals.
- Engage with followers, respond to comments, and foster a positive online community.

**4. Strategic Planning & Growth:**

- Develop a strategic plan to enhance the followership and engagement across LCTA's social media and website platforms.
- Identify key growth opportunities, trends, and best practices to increase traffic and engagement.
- Monitor social media metrics and website traffic to assess the effectiveness of campaigns and provide actionable insights for improvement.

**5. Campaign Analysis:**

- Assist in tracking and reporting the performance of digital marketing campaigns, analyzing the impact on visibility, traffic, and engagement.
- Provide insights into how media campaigns are driving traffic to the website and social media platforms, both directly and indirectly.

**6. Administrative Support:**

- Design and distribute event/campaign flyers for marketing and community outreach efforts.
- Assist in community outreach efforts by delivering LCTA schedules to various community partners and stakeholders.
- Provide support for other administrative tasks as needed, ensuring smooth coordination of marketing activities and campaigns.

**Qualifications:**

- Experience in digital marketing, web content creation, and social media management.
- Strong photography skills with the ability to create visually appealing and high-quality content.
- Experience with website design, graphic design or content management systems (e.g., Poster My Wall, Canva)
- Excellent communication and organizational skills.
- Ability to work independently and manage multiple projects in a fast-paced environment.
- Familiarity with analytics tools (e.g., Google Analytics, social media insights) to assess campaign performance.
- Creative thinking with a passion for visual storytelling and design.

**Preferred Qualifications:**

- Bachelor's degree in Marketing, Media, Communications, or related field.
- Experience working with Adobe Creative Suite (e.g. Photoshop)