



## **Marketing and Programs Coordinator**

Grafton Regional Development Corporation (GRDC) is the economic development nonprofit entity serving all of Grafton County, working to support our communities by growing businesses and job creation. This position reports to the Chief Executive Officer of GRDC and is based at the Enterprise Center at Plymouth (ECP). The ECP is a 10,000-sf business incubator and office building located at One Bridge Street (on the northeast corner of Plymouth's Main Street rotary).

At the ECP, GRDC offers coworking memberships, office space, and conference room rentals. In addition to the incubators in Plymouth (the ECP) and Lebanon (Dartmouth Regional Technology Center), GRDC also operates a lending program to help small businesses thrive and support jobs in our region and business education and skill-building programs.

### **Responsibilities:**

1. Create and execute the organization's marketing plan, including website updates, e-newsletter, social media accounts, newspaper ads, local calendar updates, and collateral materials.
2. Write and distribute press releases and e-newsletters, coordinate contracts for freelance content creation for website.
3. Regularly update the organization's social media platforms with relevant content and program promotions.
4. Develop and manage the business education and skills-building program efforts, including small business seminars, manage networking events and co-sponsorship/partnership programs with other nonprofit and educational organizations.
5. Schedule events and seminars, add events to Eventbrite, manage registrations, staff events, communicate with participants, speakers, and partners, and conduct assessment at program conclusion.
6. Schedule meetings and be main building contact at the Enterprise Center at Plymouth.
7. Other duties as assigned.

### **Qualifications**

- Bachelor's degree preferred. Experience with nonprofit management is desirable.
- Proficiency with Microsoft Office suite, including mail merges, creating excel databases, e-newsletter templates, etc.
- Experience with Constant Contact, Eventbrite, social media channels, and in-depth understanding of how to leverage social media for event promotion.
- Familiarity with using the Canva and Wordpress is desirable.
- Ability to work independently to meet goals.

### **Compensation**

This is a full-time position with benefits, and compensation based on skills and experience. Would consider splitting into two part-time jobs in an appropriate situation.

**To Apply:**

Please submit resume and cover letter to [connect@graftonrdc.org](mailto:connect@graftonrdc.org)