



5604 Solway Street, Pittsburgh, PA 15217

412.421.3889
tryingtogether.org

Position: Marketing Content Coordinator
Full-Time | Salary Range: \$46,000 - \$52,000

Culture:

Trying Together's mission is to support high-quality care and education for young children.

Trying Together is a Pittsburgh-based nonprofit that supports the work of early childhood by providing advocacy, community resources, and professional growth opportunities for the needs and rights of children, their families, and the adults who interact with them. A fast-paced organization, Trying Together looks for dedicated and passionate staff who bring positivity to their work and a solution-oriented sensibility.

Trying Together encourages its team, partners, and communities to interact compassionately and honor the range of cultures, ideas, and identities that root each person. Young children develop and learn by example; this means that children whose early learning environments reflect just actions, equitable opportunities, diverse representation, and inclusive approaches experience healthier interactions and build relationships that enable them to thrive.

Trying Together is an equal opportunity employer. Trying Together does not discriminate and encourages qualified candidates of any gender, race, class, sexual orientation, faith, disability, or age to apply. All candidates will be evaluated on a merit basis.

Purpose:

The Marketing Content Coordinator is responsible for drafting and editing content in alignment with Trying Together's organizational tone and strategic priorities (as well as the initiatives and brands whose communications it also manages) including but not limited to: event, news post, and page listings for several websites that prioritizes search engine optimization (SEO); and collateral, including but not limited to: ads, brochures, emails, flyers, invitations, and reports, as well as compiling the subsequent analytics. The content written by the Marketing Content Coordinator supports the marketing and promotion of Trying



Together's advocacy, community resources, and professional growth opportunities and related initiatives which may include but are not limited to: Allegheny Child Care; Buzzword; Early Learning Resource Center (ELRC) Region 5; Everyday Interactions Matter (EIM); The Homewood Early Learning Hub & Family Center; Message from Me (MfM); Playful Pittsburgh; and Start Strong PA. The Marketing Content Coordinator provides messaging to the Digital Marketing Coordinator, works collaboratively with the Community Relations team, receives day-to-day instruction from the Assistant Director of Communications, and reports to the Director of Community Relations.

Responsibilities:

- Consistently draft and edit content for use in websites and various pieces of collateral in expected timeframes.
- Provide copy and guidance as needed to ensure that all content is in alignment with Trying Together's organizational tone and strategic priorities.
- Work with the Assistant Director of Communications to fulfill internal requests submitted via the Marketing Request Form as assigned.
- Utilize data to measure outcomes in meeting campaign and strategic goals and assist with updating the Trying Together Conversion Funnel Strategy annually to better engage with target audiences.
- Maintain style guidelines across brands.
- Work collaboratively across departments within Trying Together to meet the mission and accomplish the work.
- Participate in initial and ongoing professional development for the purposes of continuous learning and expanding one's professional knowledge base.
- Consistently use the NeonCRM platform to build relationships with constituents, record data that measure project performance, and support continuous quality improvement in the organization's resources and services.



- Commitment to racial equity and inclusion and a willingness to do the ongoing personal work to bring about a more just society by actively participating in professional growth opportunities.
- Actively work with peers to create a culture of belonging at Trying Together.
- Willingness to disrupt practices that do not honor children's, families', educators' and colleagues' humanity.
- Other duties as assigned.

Qualifications:

- Bachelor's degree in: advertising; communications; English; journalism; marketing; media; or public relations.
- Current knowledge and three to five years working experience with digital platforms including but not limited to: Adobe Creative Suite; BaseCamp; Capitol Canary; Google Ads, Analytics, and Suite; Hootsuite; MailChimp Pro; Microsoft Office Suite; NeonCRM; SquareSpace; various social media platforms; and WordPress.
- Experience with drafting and editing content for websites and various pieces of collateral.
- Understand and use best practices for search engine optimization (SEO).
- Strong oral and written communications skills.
- Must be detail-oriented.
- Must have the ability to think critically.
- Must possess excellent project management skills.
- Ability to prioritize and execute tasks in an efficient manner.
- Ability to meet deadlines for multiple projects simultaneously.
- Understand and use best practices for digital accessibility.
- Ability to flourish in a fast-paced environment.
- Enthusiasm for professional growth and the ability to self-start.
- Knowledge, interest, or experience in advocacy, community engagement, the early care and education field, and/or nonprofits is helpful.





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- Ability to work occasional evenings and/or weekends.
- Some statewide travel is required.

Required Clearances:

- Clean Act 33 Child Abuse Clearance.
- Clean Act 34 PA State Police Clearance.
- Clean Act 73 Federal Criminal History Clearance.
- National Sex Offender Registry (NSOR) Verification.

Required Training:

- Mandated Reporter Training (must be completed in the first month of placement).
- NeonCRM Training (required and recommended online courses must be completed in the first three months of placement).
- PQAS Professional Development Instructor Certification (must be obtained within the first year of employment for staff with a Bachelor's Degree).

Benefits:

- Competitive compensation and benefits package.
- Appreciative inquiry and strengths-based review process.

Interested Applicants:

Applicants must apply at tryingtogether.applytojob.com/apply and upload their cover letter, portfolio/writing samples, resume, and three work-related references. Phone calls will not be accepted. Posting will remain open until filled.

