



Position Title: Marketing Coordinator
Employer: Resource Central
Job Status: Full-Time, Non-Exempt
Reports to: President

About Resource Central

We're an award-winning nonprofit based in Boulder determined to make conservation so simple that people don't even realize they're doing it. Founded in 1976, our innovative programs have helped more than 700,000 people save water, conserve energy, and reduce waste. Learn more at: ResourceCentral.org.

Candidates with a commitment to incorporating diversity, equity, inclusion, and accessibility practices and a demonstrated ability to work effectively with people from a range of social, ethnic, and cultural backgrounds are encouraged to apply.

Job Summary:

The Marketing Coordinator is a catalyst for environmental and social change. We're looking for a marketing professional who is passionate about climate action and ready to use their talents to promote our popular building Materials Reuse program -- a national model for reducing waste that has diverted more than 50 million pounds of materials from landfills. Our Reuse program accepts donated building materials and makes them available to community members at affordable prices so they can improve their homes, make needed repairs, and live more sustainably.

The Marketing Coordinator understands how to develop compelling content & boost awareness in the online community -- and is ready to learn, grow, and take their career to the next level. This creative person has an eye for marketing design and is proficient with graphic design software. This is a full-time, hybrid role with great flexibility with about two days a week in our Boulder, Colorado office. The salary is in the \$45k-\$55k range and includes a comprehensive list of benefits including health insurance, dental, flexible schedule, paid time-off, retirement savings, RTD Eco-Pass, and more. Be part of a high-impact, rapidly growing nonprofit that's making a difference in Colorado and beyond!

Principal Responsibilities include:

1. **Writing compelling marketing content** to encourage people to participate in our Materials Reuse program via email newsletters, website updates, news releases, blogs, and other online posts.
2. **Developing targeted social media campaigns** to boost awareness and strengthen our brand. Online marketing channels include NextDoor, Facebook, Instagram, Google AdWords, and others.
3. **Visual storytelling** through compelling online posts including planning, editing, and posting photos, articles, and videos.



4. **Enhancing the program experience** by creating branded signage, selecting music, and developing creative displays to promote merchandise.
5. **Planning community outreach** mini-events and other creative marketing strategies to increase donations of building materials so they can be made available to families in need.
6. **Be a fun, active participant** of Resource Central's team and positively contribute to the organization's culture and success. Plus, other duties as assigned.

Qualifications and Requirements:

- Strong marketing writing skills.
- Proficient in Adobe InDesign or Adobe Illustrator.
- Minimum of 2 years of professional experience developing marketing campaigns, social media, and other communication methods as strategic marketing tools.
- High creativity, with an eye for good design and merchandising products.
- Spanish fluency is a plus.
- Must be a collaborative, team player who is passionate about environmental sustainability.

To Apply:

If this sounds like the opportunity for you, please send your resume and cover letter to hr@resourcecentral.org and include "Marketing Coordinator – [your name]" in the subject line.

Resource Central is committed to providing equal employment opportunities to all individuals based on job-related qualifications and ability to perform a job, without regard to age, gender, sexual orientation, race, color, religion, national origin, disability, marital status, military status, gender expression, genetic information or any other classification protected by applicable state or local law. It is our policy to maintain a non-discriminatory environment free from intimidation, harassment, or bias based on these grounds.

Resource Central is a 100% COVID-19 vaccinated workplace, as allowed for by the U.S. Equal Employment Opportunity Commission. Proof of vaccination will be required upon acceptance of a job offer. Job applicants with religious and disability-related objections will be given reasonable accommodations.