

Job Description - Marketing Coordinator

Our Organization

Tech Exchange is a nonprofit, community organization dedicated to providing digital equity to Bay Area residents. We employ an environmentally sustainable, re-use model by refurbishing donated computers and providing them to families, schools and community organizations, along with training and support. Over the last 26 years, we have distributed 85,000 computers to our community, provided over 37,000 instructional hours of training, offered 350 youth technical internships, and diverted over 1200 tons of e-waste from landfills.

Tech Exchange employs a staff of 25 who work at our Oakland warehouse on Poplar Street, the Tech Hub on International Avenue, and remotely. Tech Exchange projects an operating budget of \$3MM in the upcoming year and is currently fiscally sponsored by the Oakland Public Education Fund.

Job Summary

The Marketing Coordinator implements creative, efficient campaigns that engage the public in Tech Exchange's mission, programs, and products. The position serves as a key member of Tech Exchange's communications team, developing strategies and providing support to meet goals for program outreach and awareness, cash and in-kind donations, computer sales, events, and other initiatives. Utilizing content from program and fundraising staff, and with guidance from leadership, the Marketing Coordinator collaborates with the Graphics & Marketing Consultant and reports directly to the Director of Development.

Primary Responsibilities

- Coordinate with program, fundraising, sales, warehouse and leadership staff to collect stories about Tech Exchange's impact and offerings. Build and manage Tech Exchange's content bank of testimonials, program descriptions, graphics, data points, photos, and related materials.
- Drive Tech Exchange's social media presence on all channels, including Facebook, LinkedIn, Twitter, and Instagram. Recruit and coordinate staff contributors, and monitor social media inboxes to ensure timely replies to inquiries from the public.
- With support from the Graphics & Marketing Consultant, optimize the Tech Exchange website and online sales and donation pages for more visitors and deeper engagement.
- Working with the Director of Development, create and deploy an effective email marketing plan, utilizing automation, segmentation, and audience journeys in order to deliver targeted messages, maintain strong relationships with our constituencies, and secure gifts and sales.
- Support Tech Exchange's computer sales by generating content and campaigns.
- Coordinate with Tech Exchange's on-staff Salesforce IT Administrator and other relevant staff to ensure clean, secure, automated data flow between website carts/ forms, our marketing CRM, and our database.
- Assist with the creation and distribution of press releases, annual reports, brochures, and other publications. Coordinate paid advertisements (print & online) and other special placements.
- Assist with special events (currently online) to drive ticket sales/ attendance. Act as a liaison to sponsors to ensure they receive appropriate logo placement/ benefits with excellent customer service.
- Assist with Tech Exchange's inter-office communications to help keep our team connected



Skills/ Experience Required

- Bachelor's Degree in Marketing/ Communications/ Business Development or a related field, or equivalent workforce experience, with a strong understanding of marketing principles. Nonprofit experience a plus.
- Exceptional written and verbal communication and interpersonal skills, and a high level of attention to detail and deadlines.
- Demonstrated experience using CRM and database tools to manage constituents and opportunities required. Mailchimp and Salesforce experience preferred.
- Demonstrated experience and enthusiasm using social media tools for a business/ organization.
- Proficiency working in a Google environment (Meet, Docs, Drive, etc) and in standard office apps such as MS Office (Word, Excel, PowerPoint) and Zoom required.
- Knowledge of HTML, WordPress, Classy, Canva, video, and/or similar tools preferred
- Bilingual a plus
- Ability to work independently and as part of a team. Comfortable and responsible working in a remote work environment. Enthusiastic self-starter, good time management, creative, with ability to communicate in a professional manner.
- Commitment to Tech Exchange's mission to close the digital divide.

Compensation, Benefits, and Company Culture

This is a full-time, salaried position. The starting salary range is \$60,000-\$75,000 depending on experience.

The Marketing Coordinator position is primarily remote, with some flexibility in schedule possible. In-person attendance in Oakland/ Bay Area may be occasionally required for photo shoots or special events, as pandemic safety allows. For employees who continue to work on-site at our Tech Hub and Warehouse, Tech Exchange is observing stringent COVID-19 safety protocols including masking. Tech Exchange values and promotes a healthy work-life balance for our employees.

As a fiscally-sponsored project of Oakland Public Education Fund, full-time employees can elect to receive employee-sponsored health, dental, vision, and life insurance, along with PTO and other benefits. Professional development funds may also be available to employees who seek to improve their skills.

Tech Exchange is a growing company with a strong and diverse team of friendly, talented employees. Having recently achieved great success in meeting the needs of our community at the start of the pandemic, we are now well positioned for strategic growth. The Marketing Coordinator will play an important role in the next stage of our organization. Learn more about us at techexchange.org.

To Apply

Please send your resume and cover letter to Director of Development Amy Himes, amy@techexchange.org. Applicants selected for an interview will also be asked for a writing sample.