



Silicon Valley Education Foundation (SVEF) is the largest educational nonprofit in Silicon Valley. Our mission is to deliver and advocate for STEM education that inspires underserved students to succeed in college and careers. We are guided by the belief that all students are capable of pursuing higher education and boosting their future economic mobility regardless of their background. SVEF has an established legacy of providing proven STEM programs and being profoundly committed to empowering students to graduate high school career and college ready. The impact of our work is evident in our strong partnerships with districts and donors in closing the achievement gap and the creation of a workforce that has the skills to meet 21st century needs.

**Position: Marketing & Development Coordinator**

Join the SVEF team in a critical role to deliver our message by managing and implementing marketing projects across all departments. As part of a growing team, this is a dynamic role with the ability to expand into greater development and external fundraising opportunities. Reports to the Director of Strategic Partnerships.

Primary Duties & Responsibilities:

*Strategic Planning & Leadership*

- Implement branding and marketing strategy in collaboration with SVEF teams.
- Provide support in the implementation of strategic initiatives to continually refine and improve SVEF education initiatives while meeting measurable goals and objectives.
- Serve as the primary point person for event management and related external relations

*Operations Management*

- Develop and communicate a marketing implementation plan with specific goals, time frames and resource requirements.
- Develop and oversee all social media, website, traditional media, internal/external communications of newsletters, annual report, storytelling and collateral materials that achieves SVEF’s mission.
- Monitor and report campaign metrics/analytics with measurable outcomes.
- Ensure consistent and responsive delivery of high-quality projects/services

*People Management*

- Support and engage in staff development programs to enhance skills and abilities to provide for professional growth.

*Fundraising*

- Assist to provide support for programs, grants, special projects, events or fundraisers in support of STEM.
- Participate in SVEF's efforts to develop and implement activities to identify, solicit, involve and retain donors.

### **Qualifications**

- A Bachelor's degree or equivalent experience required.
- At least 3 years in marketing, public relations/affairs, or media experience.
- Demonstrated project management skills in delivering marketing materials.
- Experience developing and managing websites, social media and collateral materials.
- Demonstrated commitment to the mission of SVEF
- Demonstrated proactive and creative problem-solving and analytical skills
- Demonstrated written and verbal skills to communicate, influence, negotiate, coach, inspire and motivate
- Working knowledge of Google AdWords, WordPress, Adobe Photoshop, Adobe Illustrator, and other graphic/web design programs
- Experience with Campaign Monitor, Constant Contact, and other communication tools.
- Demonstrated operational planning skills
- Ability to lead, influence and motivate individuals and teams (staff, volunteers, Advisory Boards, community, etc)
- Ability to work independently and without direct supervision
- Strong decision making, organization, planning and implementation skills
- Experience in development, external relations, and grant writing preferred
- Business, nonprofit and sales skills experienced preferred
- Willingness to learn and evidence of a strong work ethic as part of a team
- Knowledge of Salesforce a plus.

### **Preferred Start Date and Salary Parameters**

Position available immediately, salary commensurate with experience.

### **Application Process**

Submit cover letter and resume to Sandy Sanders at [sandy@sveffoundation.org](mailto:sandy@sveffoundation.org)