

Reports to: Director of Brand Engagement
Status: Exempt

Job summary

The **Brand Engagement Associate** is a vital member of the Brand Strategy and Experience Team, responsible for executing marketing communications and supporting brand and reputation management across the organization. This role, reporting directly to the Director of Brand Engagement, focuses on enhancing brand engagement and developing engaging original content. The Brand Engagement Associate also assists in managing public relations opportunities, coordinates projects, and provides critical event production support. This position proactively collaborates across the foundation to gather information and create innovative communication products that advance the Foundation's philanthropic mission and strengthen its brand.

Essential Duties and Responsibilities

Content Creation and Management

- Develop and write compelling press releases and media alerts aimed at local and regional media.
- Write content for advertising, marketing collateral, video scripts, and presentations.
- Develop digital content, including writing, editing, scheduling, and optimizing news articles and other content, ensuring all messaging aligns with brand guidelines.
- Work with the Senior Associate of Brand Strategy to build the content calendar to support the team's goals and strategy, proposing multichannel campaigns to maximize content amplification.
- Analyze organizational goals and initiatives to identify key messages and themes and transform them into engaging communication materials across various platforms.

Public Relations and Media Management

- Monitor and track press coverage, analyze and report on local media trends, and manage media-contact lists in a database.
- In partnership with the Director of Brand Engagement, assist in fostering positive relationships with regional media contacts
- Identify and craft impactful stories in collaboration with cross-functional teams to enhance the Foundation's media presence.

Social Media and Digital Marketing

- Independently manage Gulf Coast's Facebook and Instagram accounts to promote the Foundation's work and elevate its brand.
- Develop and execute social media strategies to engage audiences and increase visibility.
- Proactively work with the Director of Brand Engagement to identify new opportunities for innovative content.

Project Coordination and Support

- Coordinate marketing and public relations projects, ensuring timely execution and alignment with strategic goals.
- Assist in managing public relations opportunities and provide support for public events and campaigns.
- Assist with the planning and execution of Gulf Coast hosted events, leading vendor coordination, attendance management, and event success analytics.

Required Education and Experience

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- Minimum of 3-5 years of experience in marketing, public relations, or a related role.
- Strong writing, editing, and storytelling skills with the ability to create engaging and compelling content.
- Strong verbal and written communication skills, with a proven ability to convey complex information clearly and persuasively to diverse audiences.
- Ability to manage multiple projects simultaneously and meet deadlines.
- Strong organizational skills and attention to detail.
- Proactive and creative mindset with the ability to identify and develop innovative communication solutions.

Preferred Qualifications

- Experience in nonprofit marketing and public relations.
- Familiarity with content management systems and email marketing platforms.
- Basic graphic design skills and proficiency in design software (e.g., Canva).
- Ability to work both collaboratively across cross functional teams and independently to see a project through from ideation to completion.
- Demonstrated expertise in social media management and advanced proficiency with digital marketing tools, driving impactful online engagement and measurable business growth.

General Physical Requirements

- Light work: exerting up to 20 pounds of force occasionally and/or negligible amount of force frequently to move, transport, position, install or remove objects weighing up to 20 pounds across office or various outdoor locations.
- Light work involves remaining in a stationary position most of the time. Occasional moving about and maneuvering objects. Occasionally moves items weighing up to 20 pounds, exerting over 20 pounds of force. Recurrent repetitive motion (such as typing) is involved in performing this role.

Working Conditions

- The employee is not substantially exposed to adverse environmental conditions.
- Events may take place off-site and may necessitate exposure to weather elements.
- Ability to work remotely and from multiple locations as needed.

Disclaimer

The employee must be able to perform the essential functions of the position satisfactorily and, if requested, reasonable accommodations will be made to enable employees with disabilities to perform the essential functions of their job, absent undue hardship for the employer.

Acknowledgement

I have carefully read and understand the contents of this job description. I understand the responsibilities, requirements and duties expected of me. I understand that this is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this list is intended to be an accurate reflection of the current job, the Employer reserves the right to revise the functions and duties of the job or to request that additional or different tasks be performed as directed by the Employer. I understand that I may be required to work overtime, different shifts or hours outside the normally defined workday or workweek. I also understand that this job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time and for any reason, and the Employer has a similar right.

Employee Name: _____

Signature: _____ Date: _____

I have reviewed the job description with the employee.

Supervisor Name: _____

Signature: _____ Date: _____