



PEN/FAULKNER FOUNDATION

MARKETING COORDINATOR

Position Description

Organizational Overview

The PEN/Faulkner Foundation is a nonprofit organization that celebrates literature and fosters connections between readers and writers to enrich and inspire individuals and communities. In fulfilling that mission, PEN/Faulkner administers a variety of education programs that bring donated books, visits from authors, and writing instruction into low-income DC schools; hosts public literary programs that create opportunities for conversation between writers and readers; and recognizes significant achievements nationwide by giving out the PEN/Faulkner Award for Fiction and the PEN/Malamud Award for Excellence in the Short Story, as well as by selecting a PEN/Faulkner Literary Champion.

Position Overview

Our Marketing Coordinator will support PEN/Faulkner's Executive Director in several areas: engaging audience members; promoting and coordinating public events; and telling the PEN/Faulkner story. The Marketing Coordinator will also provide support for PEN/Faulkner's Director of Literary Programs in ensuring high-quality public literary programming and managing award submissions.

Detailed Responsibilities

Responsibilities for this position include the following:

Marketing

- Stewarding PEN/Faulkner's social media channels: writing and designing content for Facebook, Instagram, and Twitter; adding literary program recordings to YouTube; keeping our channels active; promoting events; engaging with audiences
- Maintaining PEN/Faulkner's WordPress website: updating copy as needed, adding event transcripts, updating promotional content
- Event marketing: drafting and implementing marketing plans; creating and placing of social media advertisements
- Email marketing: creating and maintaining an calendar; writing and designing first drafts of PEN/Faulkner's e-newsletters and promotional emails; segmenting audiences for emails; analyzing segments
- Managing virtual technology for PEN/Faulkner's public programs, including its annual Award Celebration event
- Occasional/one-off modest graphic design projects, including PEN/Faulkner's impact report and video graphic design elements
- Occasional management of print design vendors



PEN/FAULKNER

FOUNDATION

Required Qualifications

Qualified candidates for this position will demonstrate the following:

- Superior writing ability
- Facility with social media
- Proficiency with MS Office and Google Suite applications
- Comfort with learning new technologies
- Careful attention to detail
- Flexibility in a fast-paced work environment
- Ability to organize and prioritize daily and long-term projects and tasks
- Ability to organize information gathered from multiple constituents
- Ability to learn from (and own) failures/setbacks
- Extroversion and comfort in engaging with public audiences

Additional Qualifications

The ideal candidate for this position may also have experience with some of the following, though these are not required qualifications:

- Stewarding an organization's social media presence (Instagram, Twitter, Facebook)
- Photoshop, InDesign, Canva, or any other graphic design software package
- MailChimp or any other email marketing system
- EventBrite, GiveLively, Stripe, and/or PayPal
- WordPress, especially the Divi Builder plug-in
- Google AdWords and social media ad placement
- Zoom, including Zoom Webinars
- Videography and video editing

Compensation and Logistics

This is a half-time exempt position. Salary is \$22,000 plus a 5% employer contribution to a 403(b) retirement plan. Compensation includes 10 vacation days, 7 sick days, 9 paid holidays, and a winter break between Christmas and New Year's Day (inclusive). Benefits include participation in employer subsidized health, dental, and vision coverage. At present, during the pandemic, PEN/Faulkner does not maintain an in-person office, so most work is performed remotely. Given that we expect in-person programming to resume, however, the position is based in Washington, DC, and candidates will be expected to be present in-person, as much as health and safety conditions allow, when necessary. Candidates must have reliable home internet access.



PEN/FAULKNER

F O U N D A T I O N

Application Instructions

Send a resume, cover letter, and two professional references to applications@penfaulkner.org with “Marketing Coordinator” in the subject line. References will be contacted, with a notification to applicants beforehand, only for final-round candidates.

Please note: the PEN/Faulkner Foundation is an Equal Opportunity Employer and does not discriminate against employees based on race, color, religion, sex, sexual identity, national origin, age, disability, or genetic information.