



## Marketing and Communication Coordinator

At the Public Education Foundation (PEF), we are innovators, working with a wide range of partners to transform public education so all students succeed in learning and in life. With more than three decades of partnership with the local school district and other community partners, we work fervently to identify, cultivate, develop, and scale opportunities that improve students' lives. If you are passionate about helping lead our communication and marketing strategies, apply today!

PEF is seeking a Marketing and Communication Coordinator who is gifted in public communication and can lead the further development and implementation of our marketing and communication strategy. You will be part of a dynamic team with the ambitious goal of transforming public education for *all* students, and your ability to help capture and communicate the impact of the work will be critical to the role. The position will report to the Vice President of Innovative Learning before eventually transitioning to the PEF Development Office and will be responsible for coordinating communications and marketing across the organization.

### What Success Looks Like

- Embrace an iterative design mentality to assess and improve communication strategies to ensure the right message is reaching the right audience(s) at the right time
- Cocreate and support efforts to increase the financial sustainability and reach of our work
- Curate a set of stories (across multiple channels) that capture and share PEF's commitment to transforming public education to ensure equitable opportunities are available for all students
- Use emergent, effective approaches to engage targeted personas through appropriate channels
- Support logistics and communications at PEF events
- Increase effectiveness of departmental communication efforts
- Develop and maintain a brief monthly newsletter for our stakeholders

### Skills Needed to Succeed

- Passion for public education and its power to transform students' lives
- Strong skills in narrative writing, social media, formal media, and other relevant formats
- Demonstrated ability to operate across multiple communications platforms
- Flexible and detail-oriented, with strong project management and organization skills
- Willingness to work a flexible schedule including nights and weekends as needed
- Excitement about working as a collaborative member of a small, but mighty team

### Key Responsibilities

- Expand and share the impact of PEF in support of friend- and fundraising
- Coordinate further development and of the PEF Communication Strategy
- Deploy and share best practices in communication and oversee PEF social media strategies
- Lead regular communication team meetings
- Participate as an active listener in PEF Senior Leadership Team meetings
- Manage all press releases and media advisories

- Coordinate and manage the PEF marketing and communication calendar

**Perks and Benefits of Joining our Team**

- Familial atmosphere where equity and inclusion frame everything we do
- Competitive salary, health insurance options, and benefit plan with employer contribution
- Generous PTO and paid sick time off
- We prioritize work-life balance and rarely exceed a 40-hour work week
- Casual, flexible, and compelling work environment

It's a calling, and we're on a mission to change lives.  
Join the movement! Apply now.

*This position is full-time, onsite in Chattanooga, TN  
Review of applications will begin September 20<sup>th</sup> and continue until the position is filled.*

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**To apply, interested candidates should submit the following:**

- Resumé
- Cover letter
- Three social media samples (screenshots are acceptable)
- One brief narrative writing sample (no more than two pages)
- One formal press release sample

*Please combine materials into a single PDF document and send to  
Joni Martin at [jmartin@pefchattanooga.org](mailto:jmartin@pefchattanooga.org)*