Marketing Coordinator

Marathon Kids | Full-Time
Location: Austin, TX (Hybrid)
Salary range: $55,000-$60,000/yr
Reports to: VP, Technology & Business Operations

About the Role

Marathon Kids is seeking an organized, creative Marketing Coordinator to help bring our youth programming and fundraising communications to life. Your work will help connect families, educators, supporters, and partners with opportunities to get kids moving.

You will turn campaign plans into clear, engaging emails, social content, website updates, and marketing materials. Working closely with leadership, program staff, and development staff, you will gather content, keep projects moving, and make sure communications reach the right audiences on time.

This is an opportunity with hands-on responsibility and guidance from experienced colleagues. Leadership will establish strategy, campaign priorities, and messaging direction; you will own day-to-day coordination and execution.

What You'll Do

Coordinate Marketing Projects

- Maintain the marketing calendar for Marathon Kids programming, The Girls Movement, Team Marathon Kids, and fundraising campaigns.
- Translate approved campaign plans into production schedules, deliverables, and deadlines.
- Gather information and assets from colleagues, coordinate reviews, and flag missing inputs or competing deadlines.
- Keep templates, files, and marketing workflows organized and current.

Produce Emails and Newsletters

- Draft, build, test, and schedule newsletters and campaign emails.
- Coordinate the monthly Marathon Kids, Austin-area Marathon Kids, and Team Marathon Kids newsletters.
- Support program promotion, participant engagement, and fundraising campaigns
- Maintain audience lists and segments using established Salesforce and Mailchimp processes.
- Check links, formatting, audience selection, and approvals before each send.

Create and Publish Content

- Write and adapt approved messaging for email, social media, website content, and partner materials.
- Create graphics using Canva and existing brand templates.
- Gather program updates, impact stories, photos, and testimonials from program and development teams.
- Schedule approved social media content and route questions to the appropriate staff.
- Follow organizational consent and privacy practices when using stories and images of children.

Maintain Website Content and Track Results

- Update program pages, campaign information, and development content.
- Check that published information, links, and calls to action are accurate and current.
- Track basic email, social, and website performance and summarize results.
- Suggest practical improvements based on audience engagement and campaign outcomes.

What You'll Bring

- Strong writing, editing, and proofreading skills.
- Excellent organization and the ability to manage several deadlines.
- Attention to detail and a willingness to ask questions when information is incomplete.
- Experience creating digital content through employment, internships, volunteer work, coursework, or personal projects.
- Comfort with Canva or similar design tools and an interest in learning email and website platforms.
- A collaborative approach, receptiveness to feedback, and reliable follow-through.
- An interest in youth physical activity and mission-driven work.

Experience with Mailchimp, Salesforce, website content management systems(WordPress), or nonprofit communications is helpful, but not required. A specific degree is not required; relevant skills and work samples matter.

Support and Scope

You will receive campaign direction, messaging guidance, and regular feedback from leadership, with one designated supervisor responsible for priorities and workload.

This position focuses on Marathon Kids programming and development.

What Success Looks Like

- Communications are accurate, consistent, and delivered on schedule.
- Colleagues know what content is needed and when reviews are due.
- Email, website, and social content reflect approved campaign priorities.
- Marketing materials and workflows are organized and easy to maintain.
- Campaign reporting helps the team improve future communications.