

Marketing Production Coordinator (Remote, U.S.)

Reports to: Director of Marketing & Content

LENA seeks a **Marketing Production Coordinator** to coordinate and support the planning, production, and nurturing of marketing initiatives and content across LENA's web presence, social media, and printed materials. This role works collaboratively and cross-functionally to support the production and distribution of marketing materials, sales initiatives, and the technical production of digital media. Responsibilities include: digital production and distribution of web content, online courses, and marketing assets based on predefined templates; researching and organizing relevant information to support marketing and educational content; supporting technical production of streaming webinars and digital content; and assisting with CRM updates and management for marketing and sales efforts.

This role operates in fast-paced environments and requires management through ambiguity, anticipation of internal and external needs, proactive and professional responses to feedback, empathy, self-awareness, detail orientation, a solutions focused, and wearing multiple hats. Annually, it necessitates achievement of defined goals agreed to by the employee and supervisor. This role may be asked to perform other duties as assigned.

If an incredibly purposeful mission is what you're seeking, read on.

Company Summary:

LENA is a national nonprofit on a mission to transform children's futures through early talk technology and data-driven programs. Research shows that back-and-forth interaction between children and their adult caregivers in the earliest years is a key to long-term outcomes. We integrate our "talk pedometer" technology into innovative programs to support parents, caregivers, and teachers to accelerate children's language development, school readiness, and social skills. LENA has expanded dramatically in recent years, and we're poised for even greater and multi-dimensional growth and impact in early childhood.

Required Skills/Abilities:

- Tech-savvy with some experience with design, layout, and digital production; well-versed in platforms including WordPress, Adobe Creative Suite, and Canva.
- A working knowledge of HubSpot or other CRMs and ability to quickly learn new programs and processes.
- Experience with content production and management for web, email, newsletters, or social media, preferably in the field of education.
- Familiarity with Asana or other project management tools, and ability to self-manage tasks and clearly communicate project needs, timelines, and relevant information.
- Accepts and applies verbal and written feedback to improve work quality.
- Approaches challenges with flexibility, proactivity and a positive outlook.
- Personal qualities of integrity, credibility, cultural competence, and commitment to LENA's mission and values.
- Attention to detail, with excellent written and oral communication skills.
- A flexible attitude and the ability to adapt quickly in fast-paced environments.

You could be a good match for this role if you are:

- **Mission-driven.** It matters to you that your work makes a positive and durable impact on the world, and LENA's mission speaks to you. You are culturally competent and have empathy with communities and contexts we serve (e.g., underserved populations, bilingual and/or multicultural environments, child-care settings).
- **Thoughtfully entrepreneurial.** You have sharp business acumen with a knack for turning daunting goals into reality. You're an entrepreneurial risk taker but do so deliberately, defining the hypotheses you're testing and then capturing and activating the resultant learning. You understand the value of balancing the long game in relationship cultivation with timely persuasiveness to move things forward now. You combine a personal humility and sense of curiosity with fierce resolve to collectively achieve audacious goals.
- **A consistently great communicator.** You are clear in your thinking and convey it with skill whether verbally or in written form. You listen to understand rather than to respond. You can read the room and possess the confidence to speak effectively with a range of audiences. You take the time to make the complex sound simpler. You are known for timely and consistent follow-up.
- **Reflective and growth oriented.** You look back on your wins and challenges to find the opportunities to grow and improve. You view feedback as a gift, seeking and incorporating feedback from your colleagues and partners to increase your personal impact in your role, as well as LENA's impact in the field.
- **Committed to equity and access to opportunity for all children.** You understand the headwinds children, families, and caregivers face, particularly in under-resourced communities, and are dedicated to ensuring that all children have the tools to fulfill their potential from the earliest age.

Education and Experience:

A minimum of 3 years of professional experience, preferably in a marketing communications, education, or digital production role.

Physical Requirements:

- This is a remote position requiring prolonged periods of being stationary at a desk and working on a computer (95 -100% of daily work time).
- Working frequently at close visual range (i.e., computer screen work including extensive reading). Engaging in repetitive movements of wrists, hands, and fingers – typing and/or writing.
- Ability to lift 25 pounds of weight.
- **Live, online receiving and responding to verbal and visual communication is required. The person in this position frequently communicates internally with colleagues across the organization using web-based audio-video tools.**

Job Status, Compensation and Benefits:

This is a Full Time Exempt position; this role's expected salary range begins at \$60,000 with compensation based on experience. We have an excellent benefits package (including medical, dental, vision, disability, life insurance, PTO, 14 holidays, and a 401(k) with match).

To apply:

Please submit a cover letter with salary/compensation requirements and resume as a single pdf document to HR@lena.org. We love cover letters --- we really do read them. Channel LENA's "persevere to simple" value to tell us in a way that is authentically yours why this role is the best next chapter for both you and us! To learn more about LENA, please visit us at www.lena.org EOE/M/F/D/V