

Action for Children



Program Marketing Coordinator

Who We Are

Action for Children is the local child care resource and referral agency in central Ohio. Our mission is to transform the lives of children by supporting, empowering, and advocating for the adults who make the biggest impact on children's lives—their parents, caregivers, and teachers.

We foster a supportive, collaborative, and mission-driven culture where staff are encouraged to bring their whole selves to work, grow professionally, and contribute meaningfully to the well-being of families and communities.

To learn more about our work and impact, visit www.actionforchildren.org.

What You'll Do

The individual selected for this position will support the Marketing Manager in the planning and implementation of strategic marketing for both agency and programs that support the mission and vision of Action for Children by expanding awareness, engaging the public, and attracting new audiences-- both donor and program participants.

The Program Marketing Coordinator will work closely with teams across the agency to develop and execute marketing campaigns that increase awareness of the organization's programs and mission. The ideal candidate will have a strong background in marketing, a passion for non-profit work, and the ability to collaborate with team members to create compelling campaigns that resonate with target audiences.

Key Responsibilities:

- **Manage the development and execution of program marketing campaigns:** Support program teams in creating and implementing marketing campaigns that align with the organization's mission and goals. This may include email marketing, social media marketing, digital advertising, event marketing, and other marketing channels.
- **Assist in managing marketing budgets:** Support the program teams in managing the program's marketing budget to ensure that resources are allocated efficiently and effectively.
- **Assist in analyzing and reporting on marketing metrics:** Assist in analyzing marketing data to measure the effectiveness of campaigns, identify trends, and make data-driven decisions to improve future campaigns.
- **Assist in developing and maintaining brand messaging:** Assist in developing and maintaining a consistent brand message across all marketing channels to increase brand awareness and recognition.
- **Collaborate with internal teams:** Work closely with the development team to ensure that marketing campaigns align with fundraising efforts. Collaborate with other internal teams to ensure that marketing efforts support the organization's overall mission.
- **Support documentation:** Work closely with teams to document program events and activities, and maintain an accurate record of marketing assets and orders.

Action for Children



Successful candidates will have

- Bachelor's degree in marketing or a related field, or equivalent experience (4+ years)
- 2-3 years of experience in running multichannel digital and traditional marketing campaigns, preferably in the non-profit sector
- Strong communication skills and the ability to develop strategic solutions to support program goals and needs
- Comfortable with marketing tools such as Sprout/Hootsuite, Mailchimp/Constant Contact, Canva and Adobe Suite
- Ability to work well under pressure and meet tight deadlines
- Familiar with project management tools such as Asana, Basecamp, Notion or similar program
- This is a hybrid role with a fully remote supervisor. In-person availability (3 days per week minimum) is required for this role to support program/agency needs
- Occasional availability on evenings and weekends is required to cover program events and activities. Advance notice will be provided.

Desired but not required

- Intermediate photography and videography skills

Why You'll Love to Work at Action for Children

- **Comprehensive Health Coverage:** Enjoy peace of mind with our health, dental, and vision insurance plans starting within 30 days of hire
- **Generous Paid Time Off:** Recharge with ample vacation days, personal days, and holidays
- **Hybrid Work Schedule:** Enjoy the best of both worlds with a mix of remote and in-office workdays
- **Retirement Savings Plan:** We match your contributions (up to 1%) to help you build a secure financial future
- **Paid Parental Leave:** We provide 12 weeks

How to Apply

Interested individuals should apply online at:

[Job Opportunities](#)

We appreciate all applications; however, only candidates selected for interviews will be contacted.

Final candidates will be required to complete reference and background checks as part of our standard hiring process.

Action for Children is an equal opportunity employer

All qualified applicants will receive consideration for employment without regard to race,

Action for Children



color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.

COVID-19 Policy

Action for Children has adopted a mandatory COVID-19 vaccination policy for all current and future employees. This policy is designed to protect the health of employees, clients, and our community. Reasonable accommodations will be considered for individuals with medical conditions or sincerely held religious beliefs.