



Digital Marketing Coordinator

The International Franchise Association (IFA) seeks a professional with strategic communications, digital marketing, and email development experience. This person will join a fast-paced, growing marketing and communications team with responsibility for digital content delivery through email, website, and social channels.

Reporting to the Director, Marketing, the Coordinator, Digital Marketing will work across IFA teams to support organization growth, revenue generation and advocacy priorities primarily through the crafting and distribution of email, website, and social content.

Ideal candidates will exhibit a keen understanding of audience segmentation, channel marketing and customer acquisition strategy. They will possess a fastidious attention to detail and ability to develop and deliver high-quality, easily understood, and actionable marketing content while on deadline.

Key Responsibilities:

- Development of association marketing content for email, website, and social channels.
- Ongoing marketing support for revenue generating programs including learning, meetings, sponsorship, and advertising.
- Daily development of outbound member value marketing communications.
- Day-to-day management of franchise.org and IFA social channels.
- Social media content development and execution related to the above responsibilities and additional public policy priorities.
- Content writing in support of member value communication and marketing automations.
- Other duties as assigned.

Ideal Experience:

- Bachelor's degree in marketing, communications, or similar field.
- 1-2 years of experience in a similar role, or a combination of education and experience.
- Excellent communication and interpersonal skills combined with the ability to strategically prioritize demands from multiple cross-departmental clients.
- Strong writing skills with a proven ability to develop exciting and engaging marketing content.
- Basic knowledge of CRMs (Salesforce/Nimble AMS), CMSs (WordPress/Drupal), and HubSpot and social media management platforms (Buffer/Monday).
- Rudimentary experience with graphic design suites (Adobe CC/Canva).
- Google and social media ad suite experience preferred but not required.
- Keen attention to detail and ability to prioritize multiple, simultaneous projects.

To apply send cover letter and resume to careers@franchise.org

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