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POSITION TITLE: Senior Marketing & Content Coordinator

Date Posted: August 27, 2025

Closing Date: Open until filled.

Reports To: Executive Director

Job Type: Full-time telecommuting, exempt position

Salary Range: \$60,000–\$75,000, depending on experience.

Target fill date is early October 2025; to be negotiated.

COMPANY OVERVIEW

Founded in 2001, SETDA (www.setda.org) is the principal non-profit membership association representing U.S. state and territorial educational technology and digital learning leaders. We provide well-established forums for advocacy for policy and practice, professional learning, inter-state collaboration, and public-private partnerships centered on digital learning and equity.

SETDA employs a small, motivated, collaborative, and highly-skilled team. We offer a comprehensive employee benefits package, including generous leave time, health insurance, a company-matched 401K, and other perks.

SETDA is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

POSITION SUMMARY

SETDA is seeking a highly organized and action-oriented **Senior Marketing & Content Coordinator** to manage and execute the organization's day-to-day marketing and communications efforts. This is a tactical, hands-on role ideal for someone with strong project management skills, editorial expertise, and a get-it-done mentality.

The ideal candidate is a detail-oriented multitasker who thrives in a fast-paced, remote work environment and is skilled at juggling competing priorities. This role requires someone who is just as comfortable writing a polished blog post or crafting a social media campaign as they are coordinating timelines, tracking deliverables, and keeping content calendars on schedule.

They'll support a wide range of marketing and communications functions—from content

development to digital engagement—helping to amplify SETDA’s voice and grow its influence across education and technology policy landscapes.

This position is a full-time telecommuting position based in the United States and will require some out-of-state travel.

DUTIES AND RESPONSIBILITIES

Project Management & Execution

- Own day-to-day implementation of SETDA’s marketing and communication plans.
- Manage content calendars and production schedules across email, website, and social media.
- Track deadlines, deliverables, and stakeholder inputs to ensure timely execution of campaigns.
- Coordinate internal and external contributors to support on-brand content delivery.

Content Development & Editorial

- Draft, edit, and produce high-quality content, including newsletters, social media posts, press releases, reports, and event collateral.
- Curate and edit member-submitted content for publication in SETDA’s e-newsletter and digital platforms.
- Ensure brand and voice consistency across all content.

Digital Marketing & Channel Management

- Manage and update website content using WordPress; create landing pages and format reports.
- Write and schedule social media content using templates and style guides.
- Monitor analytics and provide reports on engagement and content performance.

Event & Campaign Support

- Support sponsorship marketing by drafting collateral and maintaining sponsor recognition in digital and print channels.
- Coordinate marketing and communications support for events, including email promotion, registration reminders, and social content.
- Assist in executing strategic initiatives such as awareness campaigns, product launches, and special projects.

Media & Partner Engagement

- Serve as a point of contact for media inquiries and external partners when needed.
- Prepare media kits, talking points, and communications materials in collaboration with SETDA’s executive team.

Measurement & Reporting

- Track and report on performance metrics for campaigns (email, web, social).

- Apply insights to improve engagement, outreach, and user experience.

Travel

- Occasional travel throughout the year, typically ranging from 1-4 times annually, for in-person meetings, conferences, and events.
- Work outside of traditional working hours may be required at times, specifically during SETDA conferences or hosted events.

Other duties as assigned.

REQUIRED QUALIFICATIONS

- 3–5 years of experience in a marketing, communications, or content production role
- Proven project management skills with the ability to juggle multiple tasks, timelines, and stakeholders
- Strong editorial and writing ability; comfortable drafting, editing, and proofing content across formats (e.g., email, web, social, reports)
- Proficiency with tools such as:
 - WordPress (CMS)
 - MailChimp or other email marketing software
 - Google Analytics
 - Social media scheduling tools (e.g., Hootsuite)
- Experience managing content calendars and coordinating contributions from internal and external collaborators
- Basic graphic design ability using templates in tools like Canva
- Familiarity with digital accessibility best practices
- Strong interpersonal and organizational skills; ability to work independently in a fast-paced, remote environment

DESIRED QUALIFICATIONS

- Bachelor's degree in **Marketing, Communications, Journalism**, or a related field
- Experience in the **education, nonprofit, or edtech** sector
- Working knowledge of **HTML/CSS**
- Experience developing **communications for events**, including sponsorship recognition and promotional materials
- Knowledge of **CRM systems** and segmentation for targeted messaging
- Comfort working with **external media or PR partners**
- Ability to synthesize complex ideas and translate them into compelling, accessible language.

APPLICATION PROCESS

The position is open until filled.

Interested candidates should email: 1) a resume, 2) a thoughtful cover letter describing their interest and highlighting relevant experience(s) to the position, and 3) a writing sample of no more than 500 words or 5-10 examples of social media content authored by the candidate to Jessica Chen at jchen@setda.org.