

Job Description External Relations Department

Position Title: Marketing & Social Media Coordinator

FLSA Status: Non-Exempt, Part-Time (20 hours a week), Temporary with possibility for permanent status

Department Name: External Relations

Supervisor's Title: Director of External Relations

Pay: \$15/hour

Benefits: IRA with 3% match, once eligible

Location: Buffalo, NY

Position Summary: An engaged, creative, enthusiastic, curious thinker who will work as WEDI's Marketing & Social Media Coordinator with the Director of External Relations, Development Specialist and Capital Campaign Manager. This person will fill WEDI and the West Side Bazaar's Twitter, Facebook, Instagram, and YouTube accounts with compelling material and be able to quantify reach and results in monthly reports. They will also participate in planning and executing West Side Bazaar marketing and WEDI fundraising campaigns and in-person events and materials associated with both. Candidates should have strengths in social media, digital marketing, graphic design, storytelling, and interpersonal relations. Experience with video and/or photography, development, advertising, collateral design, donor or sponsor relations, or event planning is a plus.

Key Responsibilities:

- Social media and the research and interviewing it requires for compelling storytelling
- Assist in the promotion of WEDI and the West Side Bazaar through traditional & digital media, social media, website, in-person events, tabling, and other development work
- Assist in the implementation of the development/marketing strategies and engagement strategies with donors, supporters, corporate and foundation sponsors, and West Side Bazaar visitors ensuring seamless messaging to all stakeholders
- Assist at special fundraising and networking events

Required Qualifications

- Competent and efficient in Microsoft Office, the Adobe Creative Suite, digital marketing and social media (desired but not required: nonprofit experience Canva, Mailchimp, Wix, donation platforms)
- Demonstrated problem-solving skills; willingness to learn and flexibility
- High accuracy in work, organizational skills, and attention to detail

Preferred Qualifications

- Graphic design, photography, or videography skills

VISION

All residents of Western New York can succeed and thrive in a culturally inclusive community.

MISSION

WEDI strengthens communities through a continuum of educational and financial resources, removing systemic barriers to economic equity for all Western New Yorkers.



WEDI values diversity and inclusion throughout its city and in its organization. People of color, women, LGBTQIA+ individuals, people with disabilities, and formerly incarcerated individuals are encouraged to apply.

Please send a resume, cover letter, and link to any relevant digital portfolio or work to jobs@wedibuffalo.org.