



## Marketing Coordinator

### ABOUT THE MILL

The Mill is an entrepreneurship center. Operating as a 501(c)(3) non-profit, our mission is to launch and accelerate startups, and our vision is to become Indiana's center of gravity for entrepreneurship.

To achieve that, we've built programs that strengthen our startup ecosystem. Among them are Bloomington Remote (remote worker recruitment), Code/IT Academy (code school for the unemployed and underemployed), Crossroads (pitch competition), Flywheel (startup fund), Cohorts (pre-accelerators for industry and university communities), K12 (entrepreneurship education for students), and Startup Summer (paid internships for collegiate founders). We're also marketing and developing the Trades District, 12 acres in downtown Bloomington, into an innovation district.

Five years ago, we also renovated a century-old building from the Showers Brothers Furniture Company and transformed it into 19,000 square feet that is built for the 21st century. Already a driver of innovation in our community, the building is home to 50 companies and 350 coworking members. These companies and our members represent a crucial part of the infrastructure we need - talent, capital, and training - to help Bloomington and Indiana evolve in the digital economy.

### ABOUT THE POSITION

The Mill is looking for an eager and skilled marketer to join our team. If you're early in your career and ready to jump in to learn and gain hands-on experience quickly, we want to talk with you.

This role will work directly with our Head of Marketing to develop and execute campaigns to support The Mill's entrepreneurial programming and our coworking membership community. You'll work out of a gorgeous, historic building in downtown Bloomington (with some flexibility for remote work). You'll tell inspiring stories of innovative, creative people building Bloomington's coolest startups, and you'll nerd out with us over marketing techniques and data.

You should bring a solid understanding of marketing principles, 1-3 years of professional marketing experience, and an interest/experience in content marketing and social media. You're a self-motivated, collaborative, learner who is not afraid to try something new, and you love stepping up to the plate to hit deadlines and contribute to a fast-moving team. You're creative with a side of analytical and you're excited to execute tactics across a diverse array of marketing mediums. As the Marketing Coordinator, your role will be:

Content Creation, 50%

- Tell the story of The Mill and its members through engaging content
- Write email content that is clear and compels our audience to take a next step

- Write press releases to get the word out about our amazing startups and programs
- Resource startups and entrepreneurs through blog content
- Design collateral that supports overall marketing efforts
- Create social media content including simple videos, photos, graphics, and captions
- Create digital advertising content including assets and copy

#### Social Media Management, 30%

- Schedule organic content on Facebook, Instagram, X, and LinkedIn
- Manage engagement including questions, DMs, comments, shares, etc.
- Boost content to promote key programs and campaigns
- Report weekly to Head of Marketing
- Manage ads on Facebook, Instagram and LinkedIn

#### Other Recurring Tasks, 20%

- Collaborate on marketing workflows to ensure the right message gets to the right audience at the right time
- Ensure timely launch and completion of marketing tasks for Mill programs and membership across various platforms
- Follow marketing plans, visual branding, and messaging guidelines set by the Head of Marketing
- Collaborate on long-term marketing vision, strategy, and needs

### **QUALIFICATIONS**

- 1-3 years experience in a marketing role
- Experience creating, curating, and managing social media
- Experience or interest in learning to create video and podcast content
- Self-starter with a service orientation—our team has each other’s backs
- Comfortable working quickly and on multiple campaigns simultaneously
- Excellent communication skills and grammar
- Familiar with or willing to learn the programs we use regularly: Canva, HubSpot, Mailchimp, HootSuite, WordPress, Airtable
- Bonus: intermediate skills in InDesign/Adobe Creative Suite and/or expanded videography experience

### **COMPENSATION & BENEFITS**

- Salary of \$50,000, paid twice monthly via direct deposit
- 3 weeks of PTO in year 1, 4 weeks in year 2 and beyond
- Health, life, vision, and dental insurance
- 401(k) with company match after the first year of employment
- Use of company MacBook Pro
- Performance reviews twice annually
- Opportunity for raises twice annually

## HOW TO APPLY

Email a cover letter and resume as PDFs to [aimee@dimensionmill.org](mailto:aimee@dimensionmill.org). This is your chance to describe why working at The Mill would be a great fit for you. Include the information below:

1. A short bio / introduction
2. Why this position at The Mill interests you
3. Why you love our mission
4. Let us know how you learned about The Mill and the position

Applicant review is ongoing with a preference for candidates who apply by March 1.

Due to the expected number of applications, we cannot reply to every applicant. If you make it beyond the first round, though, you can expect regular communications from us. Thank you for your interest in The Mill. Best of luck!

*We are proud to be an equal opportunity employer, and we have a standing policy of nondiscrimination at The Mill. We respect the unique and diverse perspectives of all employees. We accord all qualified persons an equal opportunity for employment or promotion without regard to race, color, religion, sex, national origin, ancestry, age, disability, sexual orientation, gender identity, or any other status or condition protected by federal, state, or local law.*