



Company: Indiana Black Expo, Inc.
Job Title: YFP Marketing and Communications Coordinator
Department: Executive
Report to: SVP of Marketing and Community Initiatives
Employment Status/Method: Full-time/On-site Location:
Indianapolis, Indiana
Travel: 10-30% statewide

About Us: Indiana Black Expo, Inc. is a 501C3 organization whose core values for over 53 years consist of: Integrity. Accountability. Trust. Customer Service. Quality. Teamwork

Our mission is to be an effective voice and vehicle for the social and economic advancement of African Americans. We are an equal opportunity/Affirmative Action Employer who does not discriminate regarding age, race, color, religion, gender, sexual orientation, gender identity, gender expression, national origin, protected veteran status, disability, or any other legally protected status.

Position Summary

This position will serve as a principal assistant to the Chief of Staff in providing administrative assistance along with communication coordination for various programs and events throughout the year. This position requires the ability to work closely with the supervisor and other employees in a team effort for the advancement of Indiana Black Expo.

Key Responsibilities:

- Respond to requests for information from the media or designate another appropriate spokesperson or information source.
- Establish and maintain cooperative relationships with representatives of the community, employees, constituency, sponsor or public groups.
- Manage 3rd party providers for tools used to provide services to IBE, e.g., Monday.com, Adobe Suite, Elementor (web site authoring), management, plugins and infrastructure.
- Assist in planning and coordinating special events, programs and meetings.
- Assist with planning, developing and distribution of newsletters, brochures, flyers.
- Maintain tracking and reporting on media clips.
- Assist in scheduling interviews for IBE staff, volunteers, guests, celebrities, and participants in myriad events.
- Prepare and deliver presentations to further public relations initiatives.
- Purchase advertising space and time as required.
- Assist with the delivery of creative content for web, collateral, and presentations
- Assist in developing online and offline promotions
- Edit, proofread, and review items before distribution such as media releases, blogs, and social media content.
- Assist with developing and managing external positioning and image efforts.



- Maintain media lists and databases and update lists and databases consistently Work with all departments to coordinate and implement the communications and public relations initiatives for the organization and all its programs and events
- Provide coordination of print material for internal and external communications
- Schedule photographers for all IBE programs and events and assist in scheduling interviews for IBE staff.
- Work with all departments to develop, update, and manage the website, online community, and social network accounts.
- Establish and maintain relationships with key media to ensure consistent publicity
- Maintain, manage, and serve as day-to-day external public and press contact for all communication inquiries.
- Assist staff, consultants, and contractors in developing and executing a strategic PR and social media plan.
- Assists with the planning, coordination, and execution of assigned Youth and Family programs and Summer Celebration and Circle City Classic events (including coordination and posting of social media posts, blogs, and newsletters from award recipients)
- Assists with the creation and preparation of presentations (particularly PowerPoint presentations)
- Other duties as assigned by the President and CEO.

Monthly Email Newsletter–this email newsletter aims to position the programs, people, and related stories that communicate the benefit of IBE to the State of Indiana.

- Development of an editorial calendar in conjunction with IBE
- Design of the overall newsletter form and content
- Production and execution of all elements associated with the newsletter.
- Reporting on the newsletter analytics.

Websites – design, functionality, changes, content, technical updates, integration with third-party tools, and management of the current hosting provider.

- IndianaBlackExpo.com
- SummerCelebration.net
- CircleCityClassic.com

Education/Qualifications/Skills:

- Bachelor’s degree in marketing, Communications, Radio-TV, Journalism, Public Relations or related field with five (5) years of private or non-profit corporate experience
- Must be skilled in desktop publishing and marketing software (InDesign, Adobe Photoshop, Illustrator, Monday.com, Adobe Suite, and Elementor).
- Must be a competent speaker, capable of media interviews.
- Must be skilled at writing and editing.
- Ability to establish and maintain relationships with media representatives.
- Ability to manage multiple projects/tasks in a timely manner.



- Keen orientation to meeting deadlines and working under pressure.
- Demonstrate multi-media skills including digital photography and video.
- Excellent verbal communication skills and report writing.
- Demonstrated knowledge of social media (Facebook, YouTube, Twitter).
- Strong organizational skills.
- MS Office: Word, Excel and Outlook are required

Salary & Benefits: The starting salary for this position is competitive to industry standards. Some key benefits include but not limited to: Full Benefits package (Health/Dental/Vision/Life/Retirement) 10 Paid Holidays per year, Wellness Benefits and more.

Working Conditions/Physical Requirements:

- Normal office environment with little exposure to excessive noise, dust, temperature, and the like
- Regular exposure to video display terminals, on and off-site event participation, and periodic travel
- Ability to work prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift to 25 pounds at times
- Ability to walk long distances and stand for periods of time
- Valid Driver's License