SIENA
CENTER FOR ACADEMIC COMMUNITY ENGAGEMENT

AmeriCorps

Marketing Coordinator
The Charlton School

About The Charlton School

The Charlton School is a nonprofit therapeutic learning community for girls located in Burnt Hills, NY, that is focused on delivering the right treatment in the right environment in ways that fit our students. Our unique program includes committed professionals and a carefully selected set of peers who can help your daughter feel safe, connected, and empowered. The Charlton School was also a Times Union Top Workplace in 2022.



We seek a person who is a self starter and problem solver with a passion for raising awareness about mental health and female empowerment.

Goals and Duties of The Position

The VISTA, serving as Marketing Coordinator, will focus on raising the brand awareness of the agency, generating support, and communicating to numerous internal and external audiences.

The specific duties of the position include:

- Report to the Director of Development, tasks may include supporting the production of newsletter, podcast and social media content, as well as copywriting, project management, and generating reports

- Write, proofread, and edit copy for the agency website, promotional/fundraising campaigns and newsletters
- Create and assist with scheduling media and monitoring implementation
- Collaborate with marketing staff to implement marketing plans that include print, broadcast, and digital content and provide a consistent brand image/voice across all marketing activities
- Apply tracking on digital and email and social media campaigns to collect performance data and monitor results
- Help with marketing research, competitive analysis, and preparing reports
- Support the design team, including organization of digital assets
- Optimize website page titles, meta descriptions, H1s, alt text, anchor text, and content for improved SEO performance
- Stay up to date with marketing trends and best practices in the industry

Professional Development

VISTAs will develop skills in public speaking, career management, and social justice. We pride ourselves on being informed, caring, and intentional members of our communities and take the time to analyze our own roles in society.

As a part of the ACE program, VISTA members take part in monthly team building days, attend AmeriCorps trainings, and have access to Siena's faculty to learn more about their areas of interest.

Minimum Qualifications:

- Must have an Associates level education or higher
- Have a growth mindset
- US citizen or have permanent resident status

Living Allowance:

VISTAs earn a living allowance for their service. The annual living allowance is $22,882, which is $877.66 on a bi-weekly basis.

Benefits:

- Supportive cohort of peers
- Ten free meals a week at Siena College
- Loan deferment for qualified student loans
- 10 paid personal and 10 paid sick days
- Siena Gym/Library/Career and Internship Center Access
- CDTA bus pass

- Non-competitive eligibility for federal employment
- $6,345.00 Education Award upon successful completion of full-service term

Note: VISTAs and VISTA Leaders do not have access to on-campus housing.

Visit us online: https://www.siena.edu/centers-institutes/ace and on IG: @sienavistas
To Apply: Click Here or search “ACE at Siena” on the MyAmeriCorps Portal. Or email Levi Yoder, VISTA Leader lyoder@siena.edu

At Siena, diversity is an invitation to celebrate the uniqueness of each individual, as well as the cultural differences that enrich us all. Siena strives to ensure that individuals from all backgrounds and perspectives are served equitably. The diversity that students, staff and faculty bring to the College are viewed as a resource, strength and benefit to the College as a whole.