

Communications Coordinator

Serrv International is a fair trade, nonprofit organization based in Madison, WI, working with under-privileged artisan groups and farmers worldwide for the last 70 years. Serrv's handcrafted home décor, fashion and food items are sold through catalogs and online, with revenue channeled back to the producers to fund community building, healthcare and education. Our values and close connection to citizens of 25 countries allows for unique insight into the challenges people face on a global scale.

Our Communications Coordinator creates compelling and original content for today's retail consumer. Excellent writing, spelling, understanding of grammar and creativity are essential to the role.

RESPONSIBILITIES:

- Create concise, eye-catching, and innovative headlines and body copy for catalogs, emails, social media, website, advertising, direct mail, and video.
- Write product names and hundreds of descriptions for new global handcrafts, researching and organizing facts and sources working closely with Product Development.
- Develop story ideas, and emotionally connect audiences with artisans via frequent blog posts and storytelling opportunities. Responsible for annual editorial calendar.
- Write and distribute press releases. Establish and maintain a local and national media list.
- Collaborate with leadership, digital and graphic teams to ensure the consistency of Serrv's brand, tone, and message across all platforms.
- Assist the Marketing, Sales, and Merchandising departments with other requests as needed, including B2B channel support.

QUALIFICATIONS:

- 3+ years of creative writing experience, preferably in retail.
- Attention to detail and superior proofreading skills are mandatory.
- Experience marketing e-commerce platforms with the ability to drive a digital conversation to a purchase decision is strongly desired.
- Strong organizational and prioritization skills are required in order to juggle multiple short-and long-term projects, often with tight deadlines while incorporating input from multiple stakeholders and approvers.
- Proven ability to lead projects with minimal direction.
- Familiarity with keyword placement and SEO.
- Bachelor's degree in creative writing, journalism, English, or related field preferred.

This is a permanent salaried position with benefits including health insurance, disability insurance, a retirement plan, earned paid sick leave, and paid vacation. Hours are full time, primarily weekdays from 8:30-5:00. This position is supervised by the Director of Marketing and works collaboratively with other staff and departments on all projects.

To apply: Please submit your cover letter, three writing samples, three social media samples, resume, and salary expectations to apply.marketing@serrv.org. No calls, please.