

SPARK COMMUNICATION COORDINATOR

Transform Consulting Group is a national, data-informed consulting firm that serves government agencies, nonprofits, philanthropy, and early education through higher education institutions. We are a group of strategists, analysts, project managers, and consultants who are focused on improving lives.

We help our clients solve complex challenges and drive meaningful change to transform organizations, communities, and lives. We provide our clients with hands-on, results-based tools. We use a systematic approach to collect, analyze, and visualize data in dashboards that inform progress. We walk our clients through steps to mobilize a collective approach to solve complex social challenges.

Transform Consulting Group is seeking a team-oriented professional to manage the internal and external communications for a contracted project with the state of Indiana. Transform Consulting Group has a contract with Shine Early Learning to support the implementation of training and technical assistance for child care providers in Indiana through "[SPARK Learning Lab](#)".

The Communications Coordinator is responsible for implementing and supporting communication strategy to increase the SPARK Learning Lab brand and promote the various initiatives and resources available. More specifically, the Communications Coordinator will implement marketing campaigns, develop marketing collateral pieces, update the website, and monitor social media and online platforms. The Communications Coordinator will work in collaboration with the Communication Manager project leadership, the state office and external stakeholders.

The Communication Coordinator will be deployed full-time to work on the SPARK Learning Lab project for Transform Consulting Group Group. While the company's main office is in Wabash, Indiana, the selected candidate could work remotely, preferably in the Midwest region. There will be limited travel required.

Essential Functions

- Support implementation of the communication plan and tactics that support acquisition, retention and loyalty initiatives
- Prepare reports by analyzing customer data and web analytics
- Create and maintain high-quality marketing materials and collateral (brochures, presentations, etc.) and content to support brand awareness
- Support updates to the website including future development of content based on customer insights and analytics
- Support implementation of organization-wide brand standards and procedures.
- Support training team members and create self-service options for basic marketing needs across teams



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- Support the day-to-day operations of a strategic communication function, including content marketing, customer insights, creative services and digital engagement. Adhere to project budget
- Stay up-to-date on industry trends and market changes
- Other duties as assigned

Education and Experience

- Bachelor's degree in Marketing or related field required
- 2+ years of experience in marketing, strategy, product marketing or ad agency planning
- Prior experience in child care or education is a plus
- Knowledge of SEO/SEM campaigns and marketing software such as customer relationship management and content management systems
- Strong Adobe Creative Suite (or InDesign and Illustrator specifically) and Canva skills

Skills and Ability

- Experience in supporting, implementing strategy and marketing planning within a marketing organization or in consulting services
- Keen ability to dig into data and translate into actionable insights
- Ability to be creative and think around problems
- Adept at completing multiple tasks and meeting deadlines in a fast-paced environment
- Able to foster strong collaborative relationships working in a highly matrixed environment
- Strong analytical and problem-solving skills
- Excellent communications, storytelling and influencing skills
- Possess end-to-end project management skills moving concepts through design, development, implementation and continual improvement
- Superior time and project management skills
- Strong team orientation and ability to work effectively in collaboration with diverse groups of people
- Ability to interact effectively with people from diverse backgrounds. Demonstrated commitment to building diverse work environments
- Ability to communicate effectively, verbally and in writing
- Strong computer literacy skills: Google apps, WordPress (a plus)
- Must be honest, dependable and able to meet deadlines
- Self-motivated and able to work independently
- Commitment to support and exemplify shared mission and values!



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Salary/Benefits

Salary is \$40,000 to \$45,000. Employee medical, dental, vision, and life coverages are provided at no cost. A 401k plan with a match is also provided. Additional benefits information is described [here](#).

To Apply

Interested applicants should submit a cover letter, resume, and work sample to admin@transformconsultinggroup.com. Questions or inquiries may be submitted to this email address as well.



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