

Job Description

Job Title: Coordinator, Talent and Marketing, JAXUSA Division
FLSA: Non-Exempt
Date: April 2026

Job Summary:

This position is responsible for supporting day-to-day talent development, marketing and events activities of JAXUSA Partnership. Responsible for specified event coordination as well as assisting with content creation and managing social media platforms, digital teams and collateral libraries.

Essential Duties and Responsibilities:

Talent Development

- Support independent career pathway and career fair events throughout the region and state to further promote target and support industries growing in Northeast Florida.
- Coordinate the execution of Workforce Development/Talent Development meetings, committees, sub-committees, briefings, forums and specialized events.
 - Tasks include but are not limited to: meeting/event invitations, calendar reminders to attendees, registration and attendance reporting along with assistance/logistics support with meeting/event needs.
- Liaise with Workforce Development/Earn Up initiatives to communicate successes to external audiences as well as job and training opportunities for students and adults.
- Conduct presentations at school districts, colleges, community based organizations and business sites to increase awareness of JAXUSA and its Earn Up and Find Your JAX talent initiatives.

Marketing

- Assist with Earn Up website updates as assigned such as Blog content, Internship board maintenance, Spotlight Stories, etc.
- Manage Earn Up social media channels (content creation, posting schedule/calendar) to increase awareness and engagement of our target audience, driving traffic to Earn Up website.
- Coordinate and develop the Earn Up Newsletter with distribution through MailChimp
- Update talent collateral (industry reports, postcards, event flyers, etc.) and other JAXUSA-branded collateral (fact sheets, investor list, etc.) as needed.
- Assist with the JAXUSA website and Find Your JAX websites as needed (page updates, media uploads, blog content, etc.)

Other Duties

- Assist with the clerical and administrative functions of the Talent and Marketing departments.
- Support all JAXUSA events as requested.
- Organize and maintain levels of promotional items and supplies (career fair giveaways, post cards, etc.)

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- Understand and utilize databases to generate reports. Collect, analyze, and use data points to measure programs activities toward strategic plan goals.
- Support the tracking and reporting of information required for JAXUSA grants and contracts.
- Provide investor support as needed (updating Salesforce records and dashboards, revising collateral, etc.)
- Assist with other duties as needed.

The above cited duties and responsibilities describe the general nature and level of work performed by people assigned to the job. They are not intended to be an exhaustive list of all the duties and responsibilities that an incumbent may be expected or asked to perform.

Education and Experience Requirements:

- BA/BS degree in Communications, Marketing, Business or equivalent work experience
- 2 years practical experience in Communications or related field.
- Travel which may include nights and weekends required

Knowledge/Skills/Abilities:

- Excellent writing and editing skills
- Confident in preparing and delivering presentations to large groups
- Strong attention to detail
- Ability to prioritize multiple projects
- Various graphic design skills, Canva experience preferred
- Ability to remain flexible in constantly changing environment
- High energy level, self-motivated and demonstrates initiative

Skill Requirements: (X = Required for job)			
X	Utilize internet web sites/functions	X	Public speaking/group presentations
X	Utilize word processing software	X	Reasoning and logic
X	Utilize spreadsheet software		Leadership and supervisory
X	Utilize database software	X	Retrieve and compile information
X	Typing/computer keyboard	X	Maintain records/logs
X	Analyze and interpret information	X	Verify data and information
X	Ability to communicate verbally	X	Ability to prepare written communications
X	Operate office equipment, fax, phone, calculator, etc.	X	Basic mathematical concepts (add, subtract, multiply, divide)
	Investigate, evaluate and recommend action		Advanced mathematical concepts (fractions, decimals, rations, percentages, graphs)
X	Organize and prioritize information/tasks		Abstract mathematical concepts (interpolation, inference, frequency, reliability, formulas, equations, statistics)
Physical Requirements: (X = Required for job)			
X	Sitting for extended periods	X	Lifting up to 20 pounds of office supplies/equipment
X	Extended periods viewing computer screen	X	Carrying up to 20 pounds of office supplies/equipment
X	Walking	X	Pushing/Pulling

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X	Reading	X	Bending/Stooping
X	Standing		Reaching
X	Writing		Grasping
X	Hearing	X	Repetitive Motions
Hazards: (X = Required for job)			
X	Normal office environment		Electrical current
	Toxic or caustic chemicals		Housekeeping and/or cleaning agents
	Flammable, explosive gases		Proximity to moving mechanical parts
Employee Acknowledgement:			
I have reviewed and understand the requirements stated in this Job Description.			
Employee's Signature		Date	