



Marketing and Social Media Coordinator

Who we are

We are UpSurge, and we are working to build Baltimore into the country's first Equitech City. At UpSurge, you'll be part of a driven, results-focused, but welcoming and casual team, on a mission to galvanize Baltimore's innovation ecosystem. It's an exciting opportunity to help shape and build a transformational initiative from the ground-up, alongside established and emerging Baltimore leaders. You'll be pivotal to our success as one of the first employees, and in turn, we promise a dynamic work environment, solid benefits, a collaborative team, and the ability to interact with, influence and learn from leaders in the innovation and startup communities.

If you are looking for work in a supportive, entrepreneurial environment, are interested in building something meaningful, have the humility to do what it takes to grow an ambitious initiative from the ground up, and want to have fun while doing it, we'd love to hear from you.

Who you are

You are a natural storyteller who understands the power of narrative and compelling data, shared in a variety of ways. You want to build and maintain systems and strategies that will undergird UpSurge's efforts to capture and illustrate Baltimore's progress – by company, by sector, by geography and by investment area – and share it broadly, reaching audiences from neighborhood schools to national tech giants. You are interested in all aspects of marketing, from the nitty gritty of email marketing, public relations and social media strategy. You are a fast learner and creative thinker who can work closely with a team, while also taking a project and running with it. You are eager to support the mission and day-to-day needs of a growing organization that recognizes communications as central to its long-term success. You aim not only to set goals, but to exceed them. You are passionate about the Equitech vision and inclusive entrepreneurship.

What you'll do

We are seeking to hire a Marketing and Social Media Coordinator to assist the UpSurge executive team as they grow the Baltimore Equitech ecosystem, support founders and investors, and advance the UpSurge mission. A key member of a small and fast-moving team, you'll be involved in a wide range of activities, from social media strategy to data analysis and presentations – all in support of Baltimore's startup community. You will work closely with members of UpSurge's executive team to develop and execute marketing and communications plans that frame and share the stories of Baltimore's innovation ecosystem locally and across the country.

Key responsibilities include social media strategy; storytelling (written and visual); newsletter writing, project management; data analysis and presentation; support to fellow members of the UpSurge team.

As a Marketing and Social Media Coordinator you will:

- Manage UpSurge's outbound marketing, including social media, newsletter, data and reporting, website and other innovative marketing approaches.
- Monitor and pull essential information about the Baltimore startup ecosystem from key sources, from news sites to local partners with the goal of amplifying local wins.



- Serve as a key point for the bi-weekly UpShot newsletter, gathering and developing the content needed for a broad – and growing – audience.
- Help develop systems to track and present metrics related to engagement with UpSurge marketing and communications – in Baltimore and across the U.S. – for internal review (including for the Advisory Board) and external accountability.
- Support the day-to-day operations of a small and nimble organization.

Job Qualifications

- Passion for tech and Baltimore
- Strong writing, creative and storytelling skills
- Ability to develop, analyze and present content of all kinds from a variety of sources
- Ability to organize, manage and prioritize multiple projects
- Excellent interpersonal and communication skills
- Works successfully in a critical, fast paced, high energy, team environment
- Able to work independently and collaboratively, with a high level of initiative and sound judgment
- Meticulous attention to detail and the ability to follow instructions
- Professional and positive attitude with a high level of enthusiasm
- Ability to comply with our COVID-19 vaccination policy

Experience

- Preference for Bachelor's degree in marketing, english, communications, or related field
- Proficiency with social media required
- Proficiency with Canva, Illustrator, Wordpress, and social media management platforms like Hootsuite a plus.

Diversity at UpSurge

UpSurge Baltimore is committed to maintaining a workplace where diversity of identity, culture, and life experience is the norm and is celebrated authentically and respected consistently. Diversity in our work and our people drives creativity and innovation, entrepreneurial leadership and integrity, competitiveness, and collaboration. We depend on our differences to make our team stronger, our workplace more dynamic, and our mission more achievable.

We're proud to be an equal opportunity employer open to all qualified applicants regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or expression, veteran status, or any other legally protected status.

Benefits

- Medical
- Dental
- Vision
- Savings Accounts
- Telemedicine Program (for those enrolled in Medical)
- Basic Life & Accidental Death & Dismemberment Insurance
- Voluntary Life & Accidental Death & Dismemberment Insurance
- 401(k) (50% employer match up to IRS limit, 4 year vesting)



Please fully review our philosophy and approach at UpSurgeBaltimore.com before applying.

To apply, submit your resume to hello@upsurgebaltimore.com