



Company: Idea Creative Marketing

Job Title: Marketing Coordinator

Date: January 2022

POSITION DESCRIPTION: The Marketing Coordinator position requires outstanding organizational and market research skills, along with familiarity with inbound theory and practice. The Marketing Coordinator is expected to be a creative individual with fantastic communication and excellent time management skills that can effectively assist in content creation, content quality monitoring, editorial planning, online channel monitoring, client communications, and market research.

To ensure success, the Marketing Coordinator should be detail-oriented and have a solid understanding of marketing tactics with a keen interest in providing a consistent brand voice across all marketing activities to specific audiences. The Marketing Coordinator will exhibit critical thinking skills, strong problem-solving skills, and meticulous attention to detail.

RESPONSIBILITIES: Responsibilities include, *but not limited to*:

- Assist in strategic marketing initiatives and activities.
- Assist in content generation for print, broadcast, and online content.
- Contribute ideas, tactics, and research for advertising campaigns, and support the strategic and design team by coordinating and generating content.
- Conduct market research to identify marketing opportunities and gaps in client strategies.
- Assist in creating, maintaining, and strengthening the organization and client overall brand.
- Maintain strict confidentiality of client information.
- Manage and create friendly content for social channels and website content.
- Measure performance and create analytic reports.
- Manage and monitor social media channels, engagement, and campaigns.
- Provide marketing support.
- Explore new ways to engage and develop social networks.

EMPLOYMENT STANDARDS

- Successful completion of at least two years toward a degree in marketing, advertising, communications, or related field -OR- one year of experience in content management, creative writing, advertising, or digital marketing.
- Active and well-rounded presence on social media, with a command of each network and its best practices.
- Excellent communicator and creative thinker, with an ability to use both data, intuition to inform decisions, and research proficiencies.
- Proficiency in Social Channel development to segment followers by lifecycle stage and engage accordingly.
- Proficiency in:
 - Social Media Platforms
 - Verbal and Written Communications
 - Content Creation and Proofreading
 - Organizational Skills
 - Adobe Creative Suite **preferred but not required*
- Willingness to travel and attend events outside of normal business hours. **All attended events are paid*
- Knowledge of marketing and sales principles.
- Great attention to detail and project management skills. This role requires balancing several initiatives together.
- Ability to manage multiple projects at the same time in a fast-paced environment.
- Ability to:
 - Interact with external and internal clients professionally.
 - Prioritize and manage many tasks simultaneously and independently.
 - Face and overcome new challenges seen in the course of work.
 - Work and interact with members of staff at various levels in the organization.