

Marketing Coordinator

The Marketing Coordinator is responsible for developing and implementing a project calendar for ongoing and special projects and operate in a support role to the Senior Executive Assistant to prioritize incoming marketing requests. This position will also utilize design skills, organizational skills and creativity to create engaging materials. This position is a hybrid position offering on "In Office/Virtual" options with flexible scheduling.

Duties and Responsibilities:

- Manage social media channels: write, develop, and distribute content
- Participates in creating brand awareness through advertising and social media
- Work closely with sales teams:
 1. Develop and maintain engaging presentation templates for different market segments
 2. Develop other marketing materials that can be used and/or customized by the sales team
- Write and distribute company press releases.
- Liaise with the media, advertising agencies and public relations firms
- Develop, write, edit and distribute quarterly company e-newsletter.
- Write articles on behalf of CEO or other company leaders for publishing in industry-related magazines or news sites
- Assess success for email or marketing campaigns using available tools
- Works on projects/matters of limited complexity in a support role
- Other duties as assigned

Skills and Education:

- Bachelor's degree in Marketing, Public Relations, Business, Journalism or Communications, **or commensurate experience**
- 2 years of marketing and communications experience **preferred**
- Social Media Experience is a Bonus and **preferred**
- Ability to manage creative projects and juggle changing priorities
- Excellent writing and editorial skills
- Experience developing and executing marketing campaigns - internal, external or social media
- Able to work independently with minimal supervision, as well as collaboratively with cross-functional teams
- Creative problem solver
- Growth-oriented mindset
- Strong organization and time management skills