



Marketing Coordinator

Reports To: Head of Marketing

FLSA: Contractor, Temporary

Location: Any Location

Salary: TBD

DESCRIPTION

The marketing coordinator will be responsible for working closely with our marketing team to develop and implement marketing plans and strategies for our programs and departments. Serving as the Head of Marketing's right hand, a marketing coordinator stays informed about the market, industry trends, and the competitive landscape, while helping strategize and implement marketing, branding, and advertising plans. Day to day, you will prepare reports, create or coordinate content, presentations and other marketing collateral, track results, and otherwise support all marketing strategies and administrative needs. To apply, send your resume and optional cover letter to marketing@inroads.org.

KEY RESPONSIBILITIES

- Collaborates with the marketing team, internal teams, clients and partners on marketing strategy and program implementation.
- Prepares marketing reports and metrics for measuring program success by collecting, analyzing, and summarizing data.
- Implements marketing and advertising campaigns by planning, managing deliverables, objectives, timelines, organizing promotional presentations; and updating calendars and communicating with the teams
- Manage various projects from start to finish. Manages timelines to ensure deadlines are met
- Preparing, formatting and creating marketing materials such as flyers, brochures, press releases and presentations.
- Support development and maintenance of the marketing database and intranet site; making sure all resources are accurate and current while coordinating new material creation as needed
- Giving presentations.
- General office duties and provide administrative support to ensure the functionality and coordination of the marketing department's activities
- Plan and manage meetings and events by identifying, assembling, and coordinating requirements, developing schedules and assignments
- Employ marketing analytics techniques to gather important data (social media, web analytics, rankings etc.)
- Compose and post online content on the company's website and social media accounts

The ideal candidate will have prior experience with a wide range of marketing functions, including communications, advertising, branding, digital marketing, and social media. The marketing coordinator must be an organized multitasker able to handle many diverse projects at once and meet tight deadlines. Must have excellent project management skills.

QUALIFICATIONS

- Strong communication skills (writing, copy editing and verbal)
- High level of organization and attention to detail
- Well organized able to multi-task in a deadline-driven environment
- Understanding of basic business and marketing concepts
- Excellent time management skills
- Good with PowerPoint Presentations
- Ability to work effectively within a team and independently
- Familiarity with social media, social networking, email marketing and search engines
- Demonstrated experience with social media platforms (Facebook, Twitter, LinkedIn, Instagram)
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Solid knowledge of website and marketing analytics tools
- Demonstrated problem solving and critical thinking skills
- 1-3 years experience in marketing as marketing assistant or coordinator
- Bachelor's degree in marketing
- Proficiency with Microsoft Office (PowerPoint, Excel, Word, Outlook, Teams)
- Excellent knowledge of computing tools including online applications (CRM tools, Online analytics, Google Adwords, project management tools, Canva, etc.)
- Experience with Adobe Creative Cloud (Adobe Photoshop, Adobe Premiere) a plus
- Digital photography and video editing experience a plus

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