



MARKETING COORDINATOR

Type of Position: Exempt, Full Time

Summary

Under the supervision of the Marketing and Communications Director, the Marketing Coordinator develops and implements the organization's advertising, marketing, and communications programs in order to ensure consistent, engaging presentation of The Center's brand to both internal and external audiences.

Education and Experience

- Bachelor's degree in marketing, communications, graphic design or related field
- Proficiency in Adobe Creative Suite, MS Office Suite, and CMS systems
- Prior work experience with a full range of marketing functions, including advertising, promotion, public relations, research, social media, and print and digital communications
- Solid knowledge of website and marketing analytics tools

Skills and Abilities

- Superior organizational and project management skills, along with a deep-seated respect for deadlines
- Flexibility, creativity, and reliability
- Motivated self-starter who can work independently and collaboratively, graciously supervise volunteers, and enjoys working with seniors
- Excellent writing, editing, and proofreading skills, plus a keen eye for detail in general
- Photography and videography skills a plus

Essential Responsibilities

- Help ensure that brand identity, messaging, and marketing and communications strategy are infused in all organizational efforts
- Assist in the development, design, distribution, and maintenance of high-quality print and electronic collateral, including annual report, brochures, presentations, and newsletters
- Create and manage website content to ensure it is current, dynamic, and relevant
- Coordinate program, event, or content email marketing campaigns
- Manage all social media sites, maintaining an active presence for The Center at Belvedere
- Create, proofread, and edit copy for various marketing channels, ensuring consistent voice
- Collect data to continually improve quality and effectiveness of marketing initiatives
- Help identify opportunities for new content and PR projects that drive organizational objectives
- Manage relationships with external vendors to ensure timely delivery, quality execution, and competitiveness
- Provide marketing support to other departments
- Related duties as required or assigned