

THE RESORT AT PORT LUDLOW

POSITION DESCRIPTION

POSITION TITLE: MARKETING COORDINATOR

(Part Time / Hourly -30 Hours)

BASIC FUNCTION:

Under the supervision of the Marketing Director, conceives and executes marketing strategies and programs. A highly developed sense of customer-first, service oriented mindset is required in this person, with experience providing marketing support in a fast paced environment.

QUALIFICATIONS: EDUCATION, KNOWLEDGE, TRAINING, & WORK EXPERIENCE:

College degree preferred, and a minimum 2 years marketing work experience with heavy social media;

- Possesses knowledge and experience in the tenets of traditional marketing;
- Proficient in content marketing theory and application;
- Experience sourcing and managing content development and publishing;
- Exhibits the ability to jump from the creative side of marketing to analytical side, and able to demonstrate why their ideas are analytically sound;
- Proficiency with Microsoft Word, Excel, PowerPoint;
- Self-motivated and confident in making sound business decisions;
- Work creatively with limited resources;
- Creative problem solving;
- Understanding of email marketing campaigns and CRM software or web-based programs.
- Team-oriented with positive attitude;
- Excellent verbal and written skills.

ESSENTIAL FUNCTIONS:

- Create, deliver, edit, and optimize marketing materials;
- Ensure that messages are supportive of and consistent with marketing strategies;
- Supervise social media outreach;
- Deliver content via LinkedIn, Twitter, Facebook, email, or direct mail;
- Coordinate and deliver email campaigns;
- Mass-mail materials;
- Provide support to marketing department;
- Coordinate flow of information and communication and disseminate it according to plan/strategy;
- Promote products and services through public relations initiatives;

- Develop marketing communications campaigns;
- Create and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals;
- Identify, develop and execute communications strategy for key media contacts and customer references;
- Maintain organization of department files, photo library, and marketing archive.
- Improve communication efficiencies within company.

ENVIRONMENT:

Must be able to travel between job sites within the community.

May have to lift and move printed materials and supplies without another's assistance.

May be required to work irregular hours, evenings and weekends to assist in all aspects of Marketing Department responsibilities.