



Marketing Coordinator

Job Scope

As a Marketing Coordinator, you will assist the marketing department with its initiatives and programs. Tasks may include coordinating marketing and community events, assisting with the development, execution, and monitoring of email, digital, social media, and content marketing campaigns, creating original content, and conducting market research. The ideal candidate will have a strong customer service focus, analytical thinking, and organizational skills, be detail-oriented, computer-savvy, results-oriented, and always act professionally and ethically. We seek career-oriented candidates who are willing to stay and grow within our company. Key virtues for this role include generosity, agility, and a desire to make a real difference in people's lives.

Responsibilities

- Support the marketing department's initiatives by planning, executing, and tracking marketing programs such as email, events, social media, or content marketing.
Oversee and coordinate FSG's social media channels
Independently coordinate marketing and community events, including overseeing logistics, managing registrations, coordinating with vendors, creating itineraries, and ordering marketing collateral.
Coordinate product, event, or content email marketing campaigns, including copy, scheduling, testing, and database management.
Create, proofread, and edit copy for various marketing channels, ensuring a consistent voice.
Assist with developing and managing content and social media marketing programs, including blogs and public relations efforts.
Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive reports.
Manage relationships with external vendors to ensure high-quality and timely execution of marketing programs, and to ensure competitiveness.
Conduct market research and identify trends.

Requirements

- Bachelor's degree in business administration, marketing, communications, or a related field.
1-3 years of experience in marketing.
Must have strong organizational and project management skills, as well as attention to detail
Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading skills.
A firm grasp of various marketing platforms, channels, and best practices, including social, digital, and email marketing.

As an EEO/Affirmative Action Employer all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status.



Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines.

Must have strong analytical skills to analyze metrics and create reports.

Must have a high level of creativity.

Occasional travel may be required.