



Job Description

Job Title – Marketing Coordinator

Nature of Work:

Reporting to the Chief Executive Officer, the Marketing Coordinator supports the organization in executing marketing strategies and campaigns. This role involves coordinating various marketing activities, conducting market research, creating content, and assisting in the development of marketing materials. The ideal candidate is detail-oriented, creative, and able to manage multiple projects simultaneously.

Job Essentials:

- Commitment to core values of Excellence, Compassion, Stewardship, and Inclusiveness.
- Possess the ability to comprehend the importance and confidential nature of all information.
- Use of proper English with correct grammar, vocabulary, spelling, and punctuation.
- Prioritize and manage multiple tasks to meet specific deadlines.
- Be a highly motivated team player with excellent communication, time management, and organization skills. Careful attention to detail required.
- Exercise mature judgment and diplomacy in dealing with complaints and concerns from members of the public.
- Ability to self-start and prioritize work, along with enthusiasm for working collaboratively.
- Reliable transportation and possession of valid driver's license. May be required to commence the workday at different locations.
- Possess math skills for adding, subtracting, multiplying, and dividing sufficiently to perform job duties.
- Possess the dexterity to use a computer, telephone, and other office equipment.
- Must be able to hear with or without amplification devices.
- Able to lift 10 pounds.

Job Duties:

- Campaign Coordination
 - Assists in the planning, execution, and tracking of marketing campaigns (in all formats).
 - Coordinates logistics for marketing at various events (internally and/or externally driven), residential locations, and housing development sites.
 - Manages marketing calendars and timelines to ensure projects stay on schedule.
- Content Creation
 - Collaborates with the team to create and edit marketing materials, such as brochures, emails, social media posts, blog articles, and newsletters.
 - Assists in the creation of multimedia content, such as videos and graphics, for use across marketing platforms.
 - Ensures all marketing materials are consistent with the company's brand guidelines.

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- Social Media Management
 - Assists in managing social media platforms by creating and scheduling posts.
 - Monitors and responds to audience engagement on social media channels.
 - Tracks social media performance and provides reports on campaign effectiveness.
- Market Research
 - Conducts market research to identify trends, competitor activities, and potential areas for improvement.
 - Analyzes customer feedback, surveys, and data to inform marketing decisions.
 - Supports the team with insights for the development of new campaigns and product offerings.
- Email Marketing
 - Assists in the creation, testing, and distribution of email marketing campaigns.
 - Tracks open rates, click-through rates, and other key email marketing metrics.
 - Manages email lists and ensures compliance with data privacy regulations (e.g., GDPR).
- Events
 - Assists in the organization and coordination of marketing events, webinars, and other demonstrations.
 - Arranges for promotional materials and liaising with vendors.
 - Tracks and evaluates event performance, collecting feedback for future improvements.
- Reporting and Analytics
 - Tracks and analyzes the performance of marketing campaigns using tools such as Google Analytics, social media analytics, and marketing software.
 - Prepares reports and presentations on marketing KPIs for management review.
 - Identifies trends and insights to optimize marketing efforts.
- Vendor and Partner Coordination
 - Liaises with external vendors, such as designers, printers, and ad agencies, to ensure the timely delivery of marketing materials.
 - Collaborates with partners to execute joint marketing efforts and promotions.
- Budget Management
 - Assists in managing the marketing budget by tracking expenses and processing invoices.
 - Ensures that all marketing activities stay within the allocated budget.
- Administrative
 - Organizes and maintains marketing files, resources, and assets.

Other Duties:

Other duties as assigned by the executive staff (Chief Executive Officer, Chief Financial Officer, Chief Operating Officer). Please note, this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

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Education and Experience:

- Minimum of one to three years' experience in a marketing role or internship.
- Bachelor's degree in marketing, communications, business, or a related field is preferred.
- Strong understanding of marketing principles and digital marketing techniques.
- Strong computer skills in the Microsoft Windows environment, including Outlook, Word, Excel, and PowerPoint, and in database management and record keeping.
- Proficiency in marketing tools and software, such as Google Analytics, social media management tools, and email marketing platforms.
- Basic design skills and familiarity with design tools like Adobe Creative Suite or Canva is a plus.
- Well-developed interpersonal skills, time management and crisis management skills; organization and prioritizing abilities; attention to detail and accuracy; and sound judgment and reasoning ability.

Work Conditions:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, telephones, photocopiers, and filing cabinets. This is a smoke-free environment.

Physical Demands:

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand, walk, bend, use hands to finger, handle or feel, and reach with hands and arms. The employee will be seated for long periods of time.

Supervisory Responsibilities:

The Marketing Coordinator does not perform any supervisory duties.

FLSA Status: Non-Exempt

Signature:

The employee signature below constitutes the employee's understanding of the requirements, essential functions, and duties of the Marketing Coordinator position.

Employee

Date