

The Marketing Coordinator plans, develops and coordinates marketing activities for Red Sage and its customers that maintain branding and support organizational goals. Reports to the president.

Duties of Marketing Coordinator

- Works with other team members to develop strategic communication plans and campaigns for Red Sage and assigned accounts, and coordinates all activities to implement plan over time,
- Coordinates and manages assigned web site development projects,
- Provides competitive research as well as market research to identify marketing and advertising opportunities in various channels and markets,
- Tracks and analyzes the performance of ongoing campaigns, communicate results to customers and assists in refining approaches for better effectiveness,
- Writes and/or edits copy as directed for websites, social media, press releases, brochures, blogs, and other marketing materials that are consistent with organizational branding and goals,
- Checks and approves creative/production materials, copy, layouts, and production art, and coordinates client approval of same,
- Actively seeks additional projects/new business from client contacts,
- Assists in developing and maintaining project management systems and processes for Red Sage, individual customers and/or individual projects for documenting and tracking marketing activities,
- Researches and monitors industry trends to proactively share knowledge and provide input and suggestions for developing, marketing, and pricing new services,
- Negotiates and coordinates purchase and placement of advertising in media outlets,
- Maintains database of media contacts, media kits, and sample publications,
- Other tasks as assigned.

Required Qualifications:

- Bachelor's degree in a marketing related field
- Strong communication and interpersonal skills
- Proficient with office software programs and information systems
- Strong understanding of marketing concepts
- Ability to work under stress and meet deadlines
- Excellent content writing skills
- Good project management and execution skills.
- Ability to work in a team
- Self-motivated, confident, energetic, and creative