



MARKETING COORDINATOR

Position Title	Department	Reports to
Marketing Coordinator	Marketing	Dir of Sales & Marketing
Employment Status	FLSA Status	Effective Date
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt	July 2019

POSITION SUMMARY

The Marketing Coordinator is a valuable member of our team that assists in all aspects of the marketing programs of the Long Center; manages design and production of planned marketing and coordinates communications with other Long Center departments and shows (tours). This is a great opportunity to join a marketing team at an exciting organization, and continue to learn the craft of marketing under the mentorship and coaching of some great creative marketers. This position requires occasional evening and weekend work.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Oversee production of all collateral materials on-site in conjunction with internal departments and external partners.
- Coordinate and deliver final creative assets to media partners as directed by media plans per campaigns.
- Assist team in implementation of marketing plans, activities, and ads for all events and campaigns.
- Maintain all departmental activities via online project management software, Basecamp.
- Project manage the design and approval of creative materials with Graphic Designer and key partners internally and externally. Projects include but are not limited to show plan materials, PAPI LCP programs, and Institutional campaigns.
- Aid in continuous improvement of the Sales & Marketing process, recommend improvements as needed.
- Organize and facilitate marketing needs across all internal departments of the Long Center, including Development and Education campaigns year-round.
- Coordinate and attend promotional marketing and community events (Santa on the Terrace, Bubblepalooza, Austin's Front Porch series).
- Advance the organization and company culture forward in a positive manner.
- Process invoices and keep budget tracker up to date; update the Sales & Marketing Director monthly.
- Support public relations efforts as needed, including drafting and issuing press releases to media.
- Support social media campaigns as needed, including event-based live social media coverage and coordinating social calendar in support of the Marketing team.
- Performing other work-related duties as assigned.

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- 2+ years of relevant marketing experience. Bachelor's degree, in marketing preferred.
- Passion for marketing: You genuinely love connecting audiences to brands.
- Self-motivated: You are constantly honing your craft and investing in your development.
- Excellent writing and verbal communication skills: Your writing and communication style is professional and polished.
- Math ability: You can calculate amounts such as discounts, interest, commissions, percentages.



- Adaptable: You thrive in a fast-paced growth environment and handle change well.
- Computer Skills: You have working knowledge of Microsoft Office, Adobe Creative Suite a plus.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

Reviewed with employee by

Signature: _____ Name (print): _____

Title: _____ Date: _____

Received and accepted by

Signature: _____ Name (print): _____

Title: _____ Date: _____

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.