



## Marketing Coordinator

### ROLE AND PURPOSE:

The Marketing Coordinator, reporting to the Marketing Director, assists with the coordination and execution of all Ben Kinney Training Organization and Brivity marketing objectives. The ideal candidate has a combination of marketing and creative writing experience and is willing to do whatever it takes to accomplish tasks and ensure everything meets exceptional standards.

### DUTIES AND RESPONSIBILITIES:

- Assist with the development and drive of content-driven multichannel campaigns (editorial, social, email, video, advertising)
- Setup and optimize AdWords campaigns using advanced editor
- Setup and optimize Facebook ad campaigns
- Create compelling ad copy for campaigns
- Social media management and engagement for all Ben Kinney Companies social media accounts
- Assist Marketing Director with event coordination for all Ben Kinney Training Organization and Brivity events such as: Ordering/purchasing supplies and equipment, planning with a variety of vendors/suppliers and event location contacts via phone and email, event set-up and take down, employee volunteer coordination - may require work outside of normal office hours, organization of events room, and other tasks the events team may need done
- Marketing of all Ben Kinney Training and Brivity events and webinars via social media channels and email campaigns
- Managing systems for optimal performance and reporting including but not limited to: Hubspot (lead, ROI, sales KPI's)
- Market research for development of posts, though some content will be provided.
- Perform social listening and outreach

#### Qualifications and skills:

- Creative Writing or Marketing-focused Bachelor's degree
- Ability to communicate clearly and concisely, both orally and in writing. Consistently uses communications skills and project management skills
- A strong and creative writer who can gather accurate information and write blogs and other website content
- Ability to balance multiple priorities and meet deadlines
- Ability to work both independently and as part of a team
- Ability to adapt with changing business needs
- Flexible work schedule
- Experience with event planning a plus, but not required

#### POSITION TYPE AND EXPECTED HOURS OF WORK

This is a full-time position; typical work hours and days are Monday through Friday, 8:30am to 5:00pm. Some flexibility in hours is allowed. Salary DOE.

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire. As a policy, the Ben Kinney Companies company does not sponsor employment visas.

Ben Kinney Companies Tech Division is an Equal Employment Opportunity employer. All qualified candidates will receive consideration for employment without regard to race, color, religion, sex, or national origin.