

JOB POSTING

December 4, 2019

Marketing Coordinator EX-16

Responsibilities:

- Develop marketing materials for advertising campaigns.
- Prepare marketing and production reports by collecting and summarizing sales data.
- Maintain inventory of promotional materials.
- Assist with arranging meetings, conferences, events and trade shows.
- Coordinate and implement corporate communication projects.
- Participate in creating brand awareness both internally and externally.
- Assist in preparing, developing and implementing marketing and advertising strategies, plans, and objectives.
- Onboard and offboard agents and staff.
- Create agent Facebook pages.
- Write communication material, such as press releases, feature articles and website content.
- Support marketing efforts and assist with marketing projects for print and electronic media.
- Design content for social media with the Digital Marketing Specialist.
- Track and Monitor leads and sales.
- Create templates for the team to be more efficient in their posting on social media, blogs, email, and other channels
- Leverage technology to utilize time and budget more efficiently.
- Other duties as assigned.

Skills/Education:

- Degree in marketing or communications or equivalent work experience.
- Effective writing and copywriting skills.
- Creative, outside the box thinker, team player who works well with others.
- Organized and detail oriented and able to take direction to accomplish desired goals.
- Basic understanding of project management.
- Willingness to take risks, eager to learn, humble enough to expedite the menial work of a campaign.
- Participate in campaign decisions, contribute to market data analysis.
- Effective communication skills.
- Basic skills in all digital platforms.
- Proficient in Adobe Creative Suite, Microsoft Word and Excel.
- Available for occasional overnight travel.

How to Apply: CONTACT MARK SCHUSTER, DIRECTOR HUMAN RESOURCES

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