

ORCHESTRATE HOSPITALITY / DES MOINES, IA

JOB TITLE: Marketing & Engagement Coordinator

FLSA STATUS: Non-Exempt

REPORTS TO: Marketing Director

POSITION SUMMARY:

The Marketing Coordinator reports to the Marketing Director. Duties and responsibilities of the position include: Coordinating customer correspondence and managing customer engagement via social media and other channels. In addition, this position would provide general support and assistance to the Marketing Director with the execution of client marketing plans, strategies and projects.

The Marketing Coordinator prepares marketing materials with supervision; maintains photos and collateral pieces for various marketing activities; performs general administrative duties as needed; facilitates customer feedback correspondence; administers social media accounts for client companies; and performs other duties as assigned.

ESSENTIAL JOB FUNCTIONS:

- I. Manages customer engagement and feedback efforts. (Approx. 90% of time)
 - Works directly with client companies to plan, manage and execute their social media efforts. This includes keeping a promotional calendar, developing marketing copy, creating graphics, taking / editing photos and videos and responding to guest feedback on all social media channels.
 - Maintains and organizes client marketing and contact databases. This may include data entry of comment cards, evaluations, coupons, etc.
 - Coordinates response to customer feedback via comment cards, email contact and third-party review sites.
 - Updates and manages client web sites and web presence.
- II. Assists with preparing written materials within Orchestrate Hospitality. (Up to 10% of time)
 - Prepares written materials including advertising copy, business communications, reports, blog posts, presentations, proposals, brochures, newsletters, event announcements, menus, recipes, flyers, special event promotions and press releases.
 - Assists with creating e-mail newsletters and notices.
- III. Performs various marketing and administrative duties as needed. (Up to 10% of time)
 - Archive and distribute media and marketing resources.
 - Maintains files and provides other general clerical duties as needed.
- IV. Assists the Marketing Director with projects and tasks as assigned. (Up to 10% of time)
 - Works closely with Marketing Director to plan, schedule and support client programs, sales campaigns and special events.
 - May manage small projects and/or budgets with supervision.

ESSENTIAL SKILLS AND REQUIREMENTS:

- Competent knowledge of general marketing concepts / techniques.
- Detailed knowledge of and experience with various social media platforms.
- Competent computer skills (Mac OS, Word, Excel, PowerPoint and Outlook)
- Competent knowledge of Adobe Creative Suite (Illustrator, InDesign, Photoshop).
- Competent photography skills
- Basic video editing skills helpful, but not required

- Basic understanding of web content management systems and WordPress
- Competent ability to design, write and develop marketing collateral and presentation materials.

PHYSICAL AND MENTAL REQUIREMENTS:

- Demonstrated attention to detail.
- Satisfactory ability to accept constructive criticism.
- Ability to schedule your own time effectively to accomplish tasks with limited supervision.
- Competent ability to perform all work in a timely, professional and efficient manner while effectively communicating and interacting with staff, customers, and other parties.
- Ability to effectively and professionally handle multiple projects and meet projected deadlines.
- Competent ability to present information in a clear and understandable manner in both written and oral communication.
- Ability to work with others in a positive team environment, exercising effective interpersonal skills.
- Ability to comply with all company policies, practices and standards of performance.
- Satisfactory attendance.
- Ability to concentrate for extended periods of time and to accurately handle extensive detail.
- General physical tasks could be described as periodic lifting, bending, twisting, pushing and other physical functions as necessary to accomplish the other listed essential duties of the position.

EDUCATION:

Four-year degree from an accredited university required. Major in Advertising, Marketing, Communications, Graphic Design, or related field preferred.

EXPERIENCE:

Entry-level; experience in a marketing/social media support role preferred.

This job description is meant to serve as a guideline only. Workload and duties may vary and modifications may be made at anytime and as appropriate.

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