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Position Profile- Marketing Coordinator

Reports to: Director of Business Development

Skills and Competencies:

- Highly organized and detail-oriented.
- Proactive, with the ability to manage multiple projects simultaneously.
- Strong written and visual communication skills.
- Skilled at maintaining brand consistency across multiple locations.
- Creative, resourceful, and motivated to learn new skills.
- Self-directed and accountable in a remote work environment.
- Proficient in basic design, formatting, editing, and content creation.
- Comfortable supporting teams across operations, sales, and leadership.
- Experienced with Canva, Adobe Creative Suite (basic), and CRM platforms.
- Basic photography and video editing skills.
- Proficient in Microsoft Office Suite, Google Docs and Sheets, Adobe Acrobat Standard, Zoom, and Teams.

Common tasks include but are not limited to:

- Design and format marketing materials, proposal packages, RFP submissions, and company one-pagers.
- Manage content development and postings for social media channels.
- Assist in creating and maintaining brand guidelines.
- Update and maintain website content.
- Support email marketing and CRM-based outreach campaigns.
- Develop graphics, displays, and materials.
- Capture and edit photos and short videos.
- Maintain organized marketing files, templates, and brand assets.
- Assist with internal communications materials.
- Support leadership and business development teams with marketing needs.
- Coordinate with external vendors (printers, promotional suppliers, designers).
- Attend scheduled virtual check-ins and L10 meetings.
- Engage in professional development and training assignments.
- Track and report on marketing activities and outcomes through scorecards.
- Support special marketing projects as assigned by leadership.

Education, Certifications and/or Experience:

- Familiarity with social media marketing.
- Bachelor’s Degree in Marketing, Communications, Graphic Design, or a related field.
- 1–2 years of related marketing/communications/design experience.
- Experience supporting business development or sales teams.
- Familiarity with website content management systems.

Work Environment:

- Work will be primarily remote, with occasional in-person meetings or events as needed.