

ADAPT

Marketing Coordinator

Title: Marketing Coordinator

Reports to: General Manager

Pay type: Salary

Pay range: \$42,500 + Quarterly Bonus

Shifts: 4, onsite 8-hour shifts + 1, 8-hour remote day

Job Summary:

This position requires a mix of technical and workplace skills. The marketing coordinators must have the ability to be creative and analytical while simultaneously seeing the "big picture." These skills will help execute short- or long-term marketing campaigns that help ADAPT achieve goals like increasing brand awareness and improving sales.

Experience:

- At least 1 years' experience working in social media (internships count)
- Deep interest in pop culture and fitness
- Impeccable organization
- Excellent communicator and creative thinker
- Excellent client management skills
- Proficiency in using Canva, Facebook, Instagram and LinkedIn
- Bonus experience and skills include Adobe Creative Suite, photography or similar scheduling platforms

Major tasks and responsibilities:

- Build and manage multiple social media profiles and presences, including Facebook, Instagram, LinkedIn, and additional channels that may be deemed relevant
- Maintain social media profiles for the brand
- Create seasonal social media strategies
- Conceptualize and create compelling content appropriate for specific networks to promote brand messaging and products

- Engage with followers and potential followers across all social media platforms
- Support during events
- Coordinates regular social promotions and campaigns and track their success
- Explore new ways to engage and identify new social networks to reach target audiences
- Track, measure, and analyze all initiatives to report on social media ROI
- Leads email marketing campaigns
- Seek out opportunities to grow followers
- Stay up to date on the latest social media trends

Compensation package

- Aflac Coverage
- In-house gym membership for both staff and plus one
- Classpass Membership
- Continuing Education Courses
- 5 PTO Days