



Marketing Coordinator

FLAS Status: Exempt
Department: Sales and Marketing
Reports to: Director of Sales and Marketing
General Purpose:

This position is integral to unifying internal marketing efforts across departments, supporting online marketing efforts, and assisting with overall branding and marketing of Haig Point.

Essential Duties:

- Assist with Monthly and Quarterly Happenings newsletters
- Collect, edit, and send weekly member happenings email
- Assist in PR visits, leads and story pitches
- Implement a content calendar across social media and blog
- Maintain and refresh content on the Haig Point public and private site.
- Assist with new content creation (collateral, display, multimedia)
- Assist with all Haig Point sales and marketing events
- Communicate news/announcements/offers with affiliate and reciprocal clubs

Education/Experience: Bachelor's degree required, focus in business, marketing, PR, journalism, or related field preferred. Previous experience working for senior level manager and/or supporting multiple managers is preferred, but not required.

Language Skills: May be required: to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals; to write routine reports and correspondence; to speak effectively before groups of customers or associates of the organization.

Mathematical Skills: May be required: to add, subtract, multiply and divide all units of measure, using whole numbers, common fractions, and decimals; to compute rate ratio and percent.

Reasoning Ability: May be required: to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished written, oral, diagram, or schedule form.

Physical Demands: Occasionally stands, and walks; frequently uses hands to finger, handle, or feel; frequently sits, reaches with hands and arms, talks and hears; occasionally climbs or balances; occasionally stoops, kneels, crouches, or crawls; occasionally lifts up to 25 pounds.

Vision Requirements: Regularly uses close, distance, color, and peripheral vision as well as depth perception. Ability to adjust focus.

Environment/Noise: Noise level is moderate.

Certificates/Licenses: No certifications or licenses are required.

Job Knowledge, Skill, and Ability Preferences

- Ability to read and speak English in order to perform the duties of the job (e.g. the associates are required to communicate with English speaking customers or co-workers, the manuals for the equipment the associates may use are in English).
- Exceptional organizations skills; maintains accuracy and neatness; ability to multitask.
- Exceptional writing, proofing, and editing skills
- Intermediate to advanced computer skills including, but not limited to, use of Microsoft Word, Excel, and Powerpoint, Adobe Creative Suite, and video editing software
- Intermediate or advanced skills in website CMS management
- Intermediate or advanced skills in social media marketing
- Ability to accurately type at least 45 words per minute.
- Ability to work independently with little or no supervision.
- Ability to communicate verbally and in writing. Ability to compose letters and to facilitate phone calls and general inquiries sensibly.
- Ability to be confidential, respectful and loyal to CEO, Members and Employees.

This job description is not an exclusive or exhaustive list of all job functions that an associate in this position may be asked to perform from time to time. This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job description when circumstances change; e.g., emergencies, rush jobs, changes in personnel, workload, technological develops, etc.

"I have read this job description and certify that I can perform all essential job functions without a significant risk of the health or safety of myself or others that cannot be eliminated by reasonable accommodation

Signature

Date