

## Marketing Coordinator Position

### Job Location:

### Overview

The Marketing Coordinator is responsible for supporting, developing and executing local store marketing activities. This position is essential to developing a strong brand, driving retail store traffic, building customer engagement and retaining loyal customers. The Marketing Coordinator will be required to work some evenings and weekends and may be asked to cross-train on other store positions, such as sales/customer representative.

This position works closely with franchisee owner(s), store management and the franchisor corporate marketing department.

### Duties and Responsibilities

- Collaborate with store management and corporate marketing department to create, develop and maintain a marketing calendar in a timely and efficient manner.
- Maintain the company's social media presence with up-to-date, relevant, and engaging content, including assisting with developing, maintaining and executing an internal social media and digital calendar. in conjunction with local store and corporate marketing activities
- Coordinate and participate in all store on-site and off-site events.
- Communicate marketing activities to store management, team members and corporate marketing.
- Track and report on metrics and data gathered from social media channels and other marketing programs; provide insights and feedback to management team.
- Work with corporate marketing department for custom marketing requests
- Listen to and monitor all social media outlets on a daily basis and post/respond customer posts/comments in real time.
- Take leadership in driving the collection of customer emails and addresses
- Setup and manage tracking of marketing activities for analysis and reporting

**Job Requirements**

- Education/Experience/Knowledge:
- Communications, Journalism, Marketing or similar education (preferred)
- 0-2 years of retail/marketing/advertising/direct marketing experience
- Marketing skills in Retail/Fashion industry
- Proven experience executing social media marketing campaigns
- Very strong knowledge of all social media platforms
- Experience with all social media platforms, especially Facebook, Twitter, and Instagram
- Excellent verbal and written communication skills
- Experience with copy writing
- Fashion and trend savvy
- Self-starter/proactive
- Proven ability to multitask and prioritize in a fast paced environment
- Proficient knowledge in MS Office, Photoshop/Illustrator a plus.