



Marketing Coordinator

Overview

The Marketing Coordinator will serve as the company's sole internal individual responsible for developing, implementing, and supporting the marketing objectives of the company. The Marketing Coordinator's primary objectives are to develop and implement the advertising and marketing plans and activities of the company. This will be primarily executed through advertising coordinating and management activities, hands-on website design and development, content creation, publicity, and other marketing and advertising activities.

Responsibilities

Advertising

- Regularly review ads (magazine, other print, billboards, email, direct mail, radio/streaming audio, live T.V./OTT, digital display, etc) and update as needed.
- Coordinate with advertisers, videographer, and design company to produce new advertising content on a regular basis for over 20 different advertising partners.
- Establish and maintain relationships with multiple advertising company contacts.
- Submit final ads on time according to the advertising schedule.
- Attend advertising meeting for the purposes of meeting new potential advertising partners, progress reports, project updates, requesting work, etc.

Website

- Review company websites for errors and opportunities for improvements
- Suggest website improvements including added pages.
- Execute approved website changes including additional pages and content.

Content Creation

Blogs/Additional Written Content

- Work closely with management to determine blogs and articles to be written
- Keep up with regular schedule of blogs to be written for CC and ENEH site
- Write quarterly content for CT Old House partnership to be posted online.

Newsletter

- Plan, prepare and produce quarterly Newsletter for Country Carpenters and Early New England Homes
- Work with print company and CC management to mail newsletter to clients

Photography

- Work closely with the sales force, customer care professional and on-site manager to determine the best locations for new photos.
- Plot out photo locations on maps and plan photo trips in company vehicle.
- Contact customers for permission to take photos and schedule.
- Capture photos of new projects and past customers for marketing purposes using company provided equipment.

Photo Editing

- Edit existing and new photos for use on company website and in advertising.

Social Media

- Work with social media accounts admin by providing quality new images and information on new projects and company notables to him.

Videography

Professional Video Projects

- Coordinate with Videographer vendor Matt Troy to complete planned video projects for the company.
- Assist in determining locations, customers and content for video productions and contact customers and necessary support to actualize planned work.

Video Creation

- Work with management to determine self-produced smaller video projects on site and on location.
- Provide and present ideas on new video projects and create mini scripts and storyboards for concept.
- Setup and capture timelapse footage of builds using company provided equipment.
- Help to capture footage and plan out production of How-To videos.

Video Production

- Use company provided software to complete minor edits to self-recorded video projects
- Share video files with videographer vendor as needed.
- Post new videos to YouTube channel.

SEO

- Manage relationship with SEO company vendor.
 - Attend and participate in bi-weekly meetings
 - Manage the SEO high level plan
 - Request updates on projects and progress

Events/Publicity

Colonial Day

- Organize all participants, update and send out all advertising
- Complete setup and tear down for event with help
- Attend and participate as needed in event

Fairgrounds

- Work with Director of Sales and management team to strategize lead engagement at Hebron Harvest Fair and other Fairground activities.
- Assist in technical, logistical, and aesthetic setup for Fairground events.

General

- Work with management to determine opportunities for press releases
- Communicate with different vendors (i.e. newspaper, magazine, tv) to determine their interest in upcoming projects and CC events.
- Write up press releases for relevant approved purposes
- Reach out to magazines and media outlets to share press releases.
- Build relationships with various advertisers and marketing vendors.

Management

- Maintain and follow advertising schedule.
- Assist in finalizing the annual marketing budget
- Adjust with changes in the marketing plan to stay within budget and make room for additional opportunities.

Qualifications

- Website editing, design and simple coding experience
- Personal or professional experience with photography using traditional camera(s)
- Knowledge of traditional, digital, content, and social media marketing
- Working knowledge of SEO principles
- Experience working with vendors and teams to achieve marketing objectives
- Creative/Content writing experience
- Demonstrable experience leading and managing marketing and advertising campaigns