



Marketing Coordinator

Job Description

Who are we?

Red Propeller provides strategic research, branding, and marketing services for multi-family and vacation property real estate development and municipal clients throughout the United States.

We take our work seriously, but if it's not fun why do it? We put in long days and some late nights. We like to do great work for our clients. We laugh a lot. Our office is casual and fast-paced, and our small team enjoys collaborating to generate big ideas. We are really good at singing happy birthday very badly.

Who are you?

Organized, collaborative, driven, and ready to contribute to everything and anything that needs support in the office, the Marketing Coordinator is someone who is eager to get involved. A diligent note taker and task tracker, you are good at juggling multiple projects and aren't shy about getting answers you need from other team members to help get projects across the finish line.

Here's a description of what you will be doing (full disclosure – there's a good chance we missed a few things):

Responsibilities

Project Management

- Coordinate scheduling both internal and external meetings
- Coordinate with varied stakeholders on projects to secure approvals and buy-in
- Support project lead with specific tasks and deliverables as needed
- Lead event coordination for external meetings, including food and beverage, location, and tours

Marketing & Branding Support

- Support marketing and branding efforts by contributing to brainstorm sessions and by helping to build presentations
- Help translate a marketing strategy and campaign into a tactical implementation plan with guidance from Marketing Director or Manager
- Draft, set-up, and deploy e-mail blasts and newsletters through a variety of CRM systems
- Coordinate and execute website updates, build landing pages, etc. through a variety of CMS
- Assist with implementation of advertising calendars and buys
- Coordinate with third-party vendor/partner service providers to complete hired scopes of work from concept to completion

Research and Reporting

- Assist in the development of comprehensive sales and marketing strategies by researching competitors, market trends, partnership opportunities, etc.
- Help to setup tracking systems for marketing campaigns and online activities

- Help track campaign performance through Google Analytics, digital ad metrics, and other KPIs and create client-facing reports

Requirements

- 2-3 years of consumer marketing experience in a support role
- Proficient in Microsoft Office suite (Word, Excel, PowerPoint)
- Some knowledge of traditional and digital marketing, content marketing, and social media marketing
- Familiarity with content management systems (CMS) and customer relationship management (CRM) tools
- Effective written and oral communication skills
- Experience working on multiple projects at once
- Proven track record of success in a high-activity, fast-paced environment
- Highly organized and detail-oriented
- Ability to manage external partner relationships
- Eager to learn, good at asking questions, and able to take direction
- Flexibility to work occasional evening and weekend hours to support project deadlines

Please submit your application to: Office@TeamRedPropeller.com