

JOB DESCRIPTION

Marketing Coordinator

DETAILS

Location: REMOTE
Reports to: Marketing Manager
Status: Full-Time

SUMMARY

The Marketing Coordinator at the Nutritional Therapy Association is responsible for supporting the Marketing team by coordinating projects, developing content, and strategizing ways to better communicate with others. This position contributes to the success of the organization by ensuring that formal internal and external communication is well thought-out and communicated and deployed in a timely fashion, social media content is planned and scheduled with an intentional cadence, and our Course Info Sessions are promoted well. A successful Marketing Coordinator is detail-oriented and thorough, takes initiative and can be self-directed, sees ways to improve upon processes and systems, and is excited to play a support role for a collaborative team. This position reports to the Marketing Manager and is an integral part of the Marketing and Growth teams.

RESPONSIBILITIES

Editorial Calendar and Content

- Coordinate and schedule the NTA's editorial calendar
- Manage blog posts on the NTA website by curating content, scheduling, and coordinating with marketing assistant to deploy on social media
- Schedule and coordinate Course Info Sessions with instructors and promote on website and through internal newsletters; collaborate with Marketing Assistant to promote on social media channels
- Manage the deployment and video organization of our on-demand sales page through Vimeo. Partner with Marketing Assistant as needed.

Newsletters

- Responsible for monthly external newsletter content creation and deployment, with direction and final review provided by management team. Partner with Marketing Assistant for image creation and content assistance.

- Create and deploy monthly internal marketing newsletter, obtaining direction and final review from the management team. Partner with Marketing Assistant for image creation and content assistance.

Partners & Affiliates

- Coordinate and manage partner and affiliate communications
- Manage contracts and promotions
- Assist with affiliate program onboarding

Social Media

- Schedule and coordinate with speakers for Facebook Live sessions after speakers have been procured.
- Create interview questions for Facebook Live interviews and work with Marketing Assistant to promote and execute Facebook Live events.
- Maintain social media scheduling and calendars, including content strategy and schedule for Instagram, Facebook, Pinterest, Twitter, LinkedIn, and YouTube with oversight and approval from Marketing Manager.
- Collaborate with Marketing Assistant to curate, create, and deploy social posts as needed.

Project Management

- Coordinate project timelines and deployment of various projects and tasks.
- Assign project due dates and interim milestone due dates to ensure deadlines are met.
- Support Marketing Assistant to ensure responsibilities are covered as needed.

QUALIFICATIONS

Competencies

- Action Oriented – taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm
- Manages ambiguity – operating effectively, even when things are not certain or the way forward is not clear
- Communicates effectively – developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences
- Plans and aligns – planning and prioritizing work to meet commitments aligned with organizational goals
- Drives results – consistently achieving results, even under tough circumstances
- Cultivates innovation – creating new and better ways for the organization to be successful
- Nimble learning – actively learning through experimentation when tackling new problems, using both successes and failures as learning fodder

Education & Experience

- Bachelor's Degree in Marketing, Business, Communications, Public Relations, Digital Media, or similar course of study with at least one (1) year of experience in a related field; or Associate's Degree with three (3) years of experience in a related field; or five (5) years of experience in a related field required.
- Previous experience in marketing, including copywriting, project management, content coordination, and implementation of marketing initiatives and strategies preferred.
- Intermediate proficiency in Microsoft Office suite, particularly Excel, Word, and Outlook, required.
- Experience with Wordpress, Mailchimp, Trello, Infusionsoft, Slack, and social media platforms such as Facebook, Instagram, LinkedIn, and Pinterest is a plus.

To apply, please [click here](#).