



## **JOB DESCRIPTION: MARKETING COORDINATOR**

### **Summary**

Responsible for the organization and implementation of marketing strategies and public relations communications, both external and internal. This includes all brands (14+) within the 24 Carrots umbrella, elevating these facets to ensure that they are strongly aligned with the core values of 24 Carrots Catering and Events.

### **Reporting Relationship**

The Marketing Coordinator reports directly to the Creative + Marketing Director.

### **Essential Duties and Responsibilities**

The responsibilities of the Marketing Coordinator include the following but are not limited to:

#### **Marketing**

- Implement marketing projects to meet company sales goals, by creating demand, promoting original company ideas and increasing exposure
- Coordinate and produce (or refresh) tools for 24 Carrots brands (collateral, presentations, etc.) to meet sales objectives
- Onboard new venues partnerships. Implement and track partnership marketing in order to meet partnership agreements and yearly goals
- Oversee marketing advertising: maximize ROI of lead-generated websites through current and strategic content and active participation
- Publish copy for blog posts, newsletters, and other regular external messaging
- Publish, run, and track effective marketing campaigns (digital and print), adjusting to maximize efforts
- Research emerging target markets, competitors, to provide perspective and foundation for strategy
- Collaborate with outside agency(s) for support on 24 Carrots brands and their needs

#### **Brand Management / Public Relations**

- Master and reinforce 24 Carrots brand, as it applies to written communication, multi-media presence, printed collateral, and in-person presence
- Master and reinforce 14+ brands of the 24 Carrots brand umbrella
- Provide customer service and marketing for venue partnerships (outside brands) and 24 Carrots brands under 2 years
- Support new brand launches through strategic positioning, marketing communication, and effective collateral

- Support multi-media production of innovative content (video campaigns, photoshoots, etc.)
- Support social media engagement through active planning, and curate 24 Carrots storytelling through social media, aligning with each brand's personality and supporting marketing priorities of 24 Carrots
- Explore emerging social platforms, to secure 24 Carrots handles and explore the benefit to the brand

## Events

- Produce 24 Carrots in-house events, primarily venue openings and press events. This role includes production, execution, and marketing follow-up
- Produce 24 Carrots sponsorships and showcases, including communicating sponsorship scope, production, execution, and marketing follow-up

## Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Professional, enthusiastic, responsible, and dependable team player
- High level of personal hygiene
- Good organizational and management skills
- Can work well under pressure
- Superior oral and written communication skills
- Ability to quickly identify and resolve problems
- Meticulously detail-oriented
- Strong computer skills
- Adept at building teams
- Self-motivated, takes initiative and willing to acquire new skills
- Willingness to work in a collaborative environment with co-workers from diverse technical backgrounds
- Strong logic and reasoning skills to identify strengths and weakness of alternative solutions and approaches to issues as they arise
- Basic understanding of Adobe Suite
- Must possess a current California Food Handler's card

## Education and/or Experience

- Bachelor's degree from four-year college or university; or equivalent combination of education and experience
- Education or training in marketing, public relations, communication, or hospitality preferred
- Event experience (three to four years) preferred
- Reliable transportation and clean driving record required

## Language Skills

- Ability to read, analyze, and interpret financial reports and legal documents
- Ability to respond to common inquiries or complaints from clients
- Ability to write articles and copy for publication that conform to prescribed style and format

- Ability to effectively present information to top management, public groups, and/or board of directors

### **Mathematical Skills**

- Ability to apply concepts of basic algebra and geometry

### **Reasoning Ability**

- Ability to define problems, collect data, establish facts, and draw valid conclusions
- Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently required to sit; walk; and talk or hear.
- While performing the duties of this job, the employee is regularly required to stand; use hands to finger, handle, or feel; and reach with hands and arms.
- While performing the duties of this job, the employee is occasionally required to climb or balance.
- The employee must occasionally lift and/or move up to 25 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is occasionally exposed to outdoor weather conditions.
- The noise level in the work environment is usually moderate, but there will be cases where the noise level is loud.
- This position occasionally requires work that exceeds 40 hours per week and occasionally requires flexibility to start shift earlier and end shift later on little to no notice.
- This position occasionally requires work outside of a traditional work week.
- While performing the duties of this job, the employee is occasionally required to work off site.