



Carter Community Building Association
recreation and fitness for all ages

Marketing Coordinator Job Description

Position Summary

The Marketing Coordinator is a part-time position (20 hours/week) and represents an important role at the CCBA. Reporting to the Executive Director, the Marketing Coordinator is responsible for all content marketing initiatives to grow membership and communicate with existing members. Working closely with the Executive Director, Membership Director, and leadership team, this role is tasked with managing all marketing activities, including campaign design, content generation, writing, social media marketing, email marketing, advertising, website content updates, and public relations.

Required skills

- Advanced experience with Facebook, Messenger, Instagram, and Twitter
- Marketing campaign design
- Social media advertising
- Excellent creative writing ability
- Email marketing experience
- Email list maintenance ability
- Website content management
- Design sense

Desired skills

- Wordpress editing
- Google Analytics
- Facebook & Google targeted advertising
- Simple graphic design
- Video production & editing

As Marketing Coordinator, your responsibilities are as follows:

Social Media Marketing

- Work with the Executive Director and Membership Director to develop social strategies across all platforms
- Write, post, and monitor social media posts
- Monitor and respond to engagement daily; likes, comments, shares, Messenger
- Interact with team to gather information and brainstorm social content
- Maintain social media campaign schedules
- Build and place ads on social media

Writing and Content Development

- Work with team to produce, update, & track editorial calendar
- Participate in researching industry related topics
- Edit and proofread written pieces before publication
- Publish and promote written pieces (blogs, stories, interviews, website content, landing pages, downloads)
- Participate in video conceptualization, design, and production

Marketing Planning/Management

- Design content marketing strategies and work with the Executive Director to develop goals and KPI's (key performance indicators)
- Monitor all results/interactions
- Responsibility for tracking marketing campaign deliverables

Email Marketing

- Manage the contact lists in Constant Contact, with additions, deletions, and list-building for segregated email content
- Create promotional e-blasts to showcase CCBA programs and offerings to existing members and to non-member contacts
- Write and publish monthly email newsletters to the contact list under the supervision of the Executive Director
- Identify current content and future content pieces that can be linked through email

Website Content Management

- Work with the leadership team to keep website content fresh
- Optimize content considering SEO and searcher intent
- Monitor/analyze all available analytics (HubSpot, Google Analytics)
- Create CTAs, forms, landing pages.
- Manage website projects and related contractor deliverables

The Marketing Coordinator fulfills other responsibilities, as assigned, by the Executive Director.

The CCBA is an equal opportunity employer and does not discriminate on any basis prohibited by federal, state, or local law. We are committed to equal employment regardless of age, race, ancestry, sex, gender identity, sexual orientation, disability, or veteran status.