

Job Description

Job Title: Coordinator, Marketing, JAXUSA Division
FLSA: Non-exempt
Date: May 2019

Job Summary:

This position is responsible for supporting day-to-day marketing activities to business and talent attraction. Responsible for assisting with content creation and managing social media platforms, digital teams and collateral libraries.

Essential Duties and Responsibilities:

- Support JAXUSA marketing director to implement marketing plan and successful campaigns and strategies.
- Assist and create communication initiatives, including, but not limited to, editorial calendars for website and blog content; case studies; scripts; collateral material and site consultants, investors and workforce email newsletters.
- Proactively update the JAXUSA website, www.JAXUSA.org and Find Your JAX website, www.findyourjax.com with fresh content including blog posts, infographics, news stories, statistics, featured job opportunities, internships and/or apprenticeships etc., for strong reach and SEO.
- Manage local and external social media platforms and campaigns, including LinkedIn, Facebook, YouTube and Instagram.
- Assist with Digital Ambassadors program to market the region to potential talent, maintaining and ensuring execution of content calendar; creating and distributing information and curated social posts; and measuring and reporting on annual successes.
- Liaise with Workforce Development/Earn Up initiatives to communicate successes to external audiences as well as job and training opportunities for students and adults.
- Maintain promotional gift inventory levels and oversee image and video libraries.
- Support with lead generation tactics and proposal responses for clients.
- Assist with other duties as needed.

The above cited duties and responsibilities describe the general nature and level of work performed by people assigned to the job. They are not intended to be an exhaustive list of all the duties and responsibilities that an incumbent may be expected or asked to perform.

Education and Experience Requirements:

- BA/BS degree in Communications, Marketing or equivalent work experience
- Entry-level to 2 years practical experience in Marketing/Communications/PR field.

Knowledge/Skills/Abilities:

- Excellent writing and editing skills
- Strong attention to detail
- Ability to prioritize multiple projects
- Excellent written communication skills
- Various graphic design skills
- Ability to remain flexible in constantly changing environment
- High energy level, self-motivated, and demonstrates initiative are all requirements

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Skill Requirements: (X = Required for job)			
X	Utilize internet web sites/functions		Public speaking/group presentations
X	Utilize word processing software	X	Reasoning and logic
X	Utilize spreadsheet software		Leadership and supervisory
X	Utilize database software	X	Retrieve and compile information
X	Typing/computer keyboard	X	Maintain records/logs
X	Analyze and interpret information	X	Verify data and information
X	Ability to communicate verbally	X	Ability to prepare written communications
X	Operate office equipment, fax, phone, calculator, etc.	X	Basic mathematical concepts (add, subtract, multiply, divide)
	Investigate, evaluate and recommend action		Advanced mathematical concepts (fractions, decimals, rations, percentages, graphs)
X	Organize and prioritize information/tasks		Abstract mathematical concepts (interpolation, inference, frequency, reliability, formulas, equations, statistics)
Physical Requirements: (X = Required for job)			
X	Sitting for extended periods	X	Lifting up to 20 pounds of office supplies/equipment
X	Extended periods viewing computer screen	X	Carrying up to 20 pounds of office supplies/equipment
X	Walking	X	Pushing/Pulling
X	Reading	X	Bending/Stooping
X	Standing		Reaching
X	Writing		Grasping
X	Hearing	X	Repetitive Motions
Hazards: (X = Required for job)			
X	Normal office environment		Electrical current
	Toxic or caustic chemicals		Housekeeping and/or cleaning agents
	Flammable, explosive gases		Proximity to moving mechanical parts
Employee Acknowledgement:			
I have reviewed and understand the requirements stated in this Job Description.			
Employee's Signature			Date