



Work Type & Schedule

This is a full-time, in-person position with standard hours of 9:00 AM – 5:00 PM, Monday through Friday. However, work hours may be adjusted based on company needs, as flexibility is required to accommodate business demands.

Overview:

The Digital Marketing Coordinator supports day-to-day marketing tasks and helps bring campaigns to life across digital platforms. This role focuses on execution, content creation, lead tracking, and optimizing the company's digital presence.

Key Responsibilities:

Content Creation & Distribution

- Write and edit content for blogs, landing pages, service pages, and podcast episode descriptions.
- Help execute and maintain social media calendars, working with internal/external creators.
- Edit and optimize videos and images for use across platforms (Canva, Adobe, or other tools).

Digital Advertising Support

- Build and manage digital ad campaigns through various tools (GoogleAds, FacebookAds, etc.)
- Create ad creatives and digital/print collateral such as flyers and event handouts.
- Monitor campaign performance and suggest optimizations.

Website Maintenance & SEO Execution

- Make routine updates to the WordPress website, ensuring website content remains current and accessible to users.
- Implement SEO best practices (metadata, alt tags, internal linking, local listings).

CRM & Lead Tracking

- Track digital lead sources and update CRM entries accordingly (HubSpot, Salesforce, etc.)
- Monitor the performance of lead forms, landing pages, and tracking codes.
- Work with admin and sales teams to ensure handoffs are timely and accurate.

Project & Vendor Support

- Help coordinate deliverables with outside vendors (e.g., video editors, SEO partners).
- Ensure outsourced work is aligned with brand guidelines before passing to the Specialist for final approval.

This job description is not intended to be all-inclusive. The employee may be required to perform other related duties as assigned to meet the ongoing needs of the organization.