



POSITION DESCRIPTION

Job Title: Marketing Coordinator
Status: Non-Exempt
Reports To: Sales Marketing Manager

POSITION SUMMARY

Reporting to the Sales Marketing Manager, the Marketing Coordinator is responsible for providing support to senior marketing staff. Their duties include handling interdepartmental communications, deploying marketing across various channels, tracking campaigns and trends, preparing data reports in a clear format, and other tasks to measure marketing impact.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Understand and comprehend marketing, communications, as well as sales goals and strategies.
- Assist in deploying marketing campaigns through graphic design support and development of copywriting.
- Assist the outreach team with community events.
- Execute internal marketing initiatives and develop company culture through various platforms.
- Understand and relay recycling and household waste sorting information.
- Highly proficient with social media and external communications.
- Design and edit graphics and images.
- Highly professional when interacting with inquiries through social media.
- Excellent writing skills and use of various tones for appropriate messaging.
- Work closely with other departments and staff.
- Use email professionally and effectively for communication with team members, vendors, and community partners.
- Other duties as assigned.

EDUCATION

- High School Diploma Required.
- Preferably a Bachelor's or Associate's degree in Communications, Business, Graphic Design or a related field.

QUALIFICATIONS, KNOWLEDGE, SKILLS

- 2+ years of marketing experience or a related field.
- Strong written and verbal communication skills are important to regularly collaborate with team members, vendors, and other company employees.
- Strong creative thinking to create visually appealing images and marketing materials.
- Strong analytical skills to compile data and present it in an easy-to-understand method.
- Strong organizational skills and the ability to handle multiple tasks in a fast-paced environment.
- Ability to meet deadlines.
- Superior attention to detail.
- Self-motivated, work in a team environment, and maintain good working relationships with customers and team members.
- Is consistently at work and on time.
- Be flexible and positive in a busy office environment.
- Experience with Adobe Creative Cloud a plus.
- Experience with copywriting and creative writing a plus.
- Experience with Hootsuite or a social media management tool a plus.
- Experience with Office 360 including Word, Excel and Outlook a plus.
- Bi-Lingual a plus.

SPECIFICATIONS

Normal setting for this job is: Mix of office setting and community events. Office hours are Monday through Friday, 8:00AM to 5:00PM, however community events may fall outside these hours.

BENEFITS:

Cal-Waste offers a competitive wage, a great benefits package including health, dental, vision, life insurance, 401(k), vacation, sick leave, holidays, and a simplified cafeteria plan for all full-time permanent positions.

PAY RANGE:

\$24 - \$30 per hour