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# Example of Brand Marketing Coordinator Job Description

Our growing company is looking for a brand marketing coordinator. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for brand marketing coordinator

* Assist in development and implementation of monthly promotional messaging across all communication touchpoints, in-club, in-store, traditional and digital
* Maintain accurate timelines across all touchpoints, in-club, in-store, traditional and digital
* Work closely with the sales and operations teams to identify promotional offerings, holiday communications and urgent online, offline and in-club communication touchpoints brand initiative overviews
* Maintain weekly tracking and analysis of new member driving initiatives of all paid media channels, working closely to share-out with Brand Comms and Regional teams
* Assist with team budgets and billing
* Implement email strategies including segmentation, A/B testing, optimization, messaging, and design
* Coordinate needs and serve as a point of contact for other team members
* Coordinate every step of project delivery and dissemination, working directly with Brand leaders
* Play an active role in the team's annual planning process and project needs
* Help document the various projects

## Qualifications for brand marketing coordinator

* Travel required between 5-10% of the time
* Assists the brand management team with day-to-day tactical support and communication
* Supports supervisor with the execution of communications plans for local sites products and with brand development across several communications channels--in-paper, direct mail, partnerships, events, external media, and online
* Marketing coordinator experience in lieu of degree
* High degree of computer literacy, including demonstrated ability to manage web/social media and email communications
* Knowledge of design applications (Adobe Creative Suite, Photoshop, InDesign, Prezi, ) preferred