



Example of Senior Marketing Coordinator Job Description

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Our company is hiring for a senior marketing coordinator. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for senior marketing coordinator

- Support content development for new programs and initiatives in line with programmatic approaches
- Drive best-in-class practices in content generation related to increasing brand and offer awareness, increasing website traffic and generating leads
- Excellent writing, visual communications and content development capabilities with a high attention to detail
- Ability to collaborate with diverse groups of stakeholders
- Ability to plan, organize, manage and execute complex projects in a deadline-driven environment
- Independent worker, organized, detail oriented, strong customer focus, team player, highly developed interpersonal communication skills
- Forecasts, evaluates, conceptualizes and executes strategies for in-theatre marketing promotional items for use by national and regional circuits for on-air, in-theatre and social media channels
- Develop social strategies and plans for key events, including boxing, major client campaigns
- Monitors all materials for potential and existing members, providers, to ensure accuracy and consistency
- Ensures accurate information is posted on the website within the required reading level and in a manner in which navigation is easy to the member

- Ability to work within a fast-paced team environment and with counterparts in remote locations
- Ability to handle proprietary and confidential information
- 3+ years of Marketing and/or Communications related experience
- Conceptualizes, researches, and provides production of marketing and project related materials, proposals, promotions, and presentations
- Works with internal Client Managers, Corporate Marketing and technical staff in the development of marketing strategies, outreach, and approaches
- Must exhibit proficient technical computer skills, advanced knowledge of communication theory and basic layout and