

Digital Marketing Coordinator

Employment Type:**Full-Time****Reports To:**

Communications Outreach Manager (COM)

Role Detail:

Email Marketing | Social Media | Event App | Marketing Coordination

Job Description

The Digital Marketing Coordinator is responsible for driving participation, attendance and awareness of Social Enterprises events via online channels. Ensure that digital/online marketing program elements are delivered in a professional manner in accordance with organizational goals in a team environment.

The primary purpose of this role is to generate awareness, interest and excitement in Social Enterprises events among identified stakeholders via email marketing, social media and event calendar campaigns. The coordinator will collaborate with the marketing department team as well as programming, events and partnership teams to identify and prioritize promotable elements and outreach targets with the key priority of ensuring distribution of promotional materials to key stakeholders and target audiences to drive event awareness, attendance and ticket sales revenue.

Job Responsibilities

Digital Marketing

Email Marketing Campaign Creation/Execution // The DMC is responsible for creating and distributing email marketing promotion 1x/month starting 10-12 months pre-event for all assigned SE event projects. Email distribution frequency increases to 1x/week starting 6-8 weeks pre-event date depending on ticket sales/attendance numbers.

This role will coordinate all of the following:

- Utilize SE MailChimp account for all email marketing, or other custom SE log-in for client-designated email marketing system
- Work with DWM to create custom graphics that effectively promote program, speakers, partners and stakeholders to drive action and registration
- Copywrite all content for emailers, ensure all information is accurate, spell-checked and in best condition before final client approvals
- Ensure all sponsor logos confirmed at time of email deployment, links and other showcase points are up to date and accurate
- Manage/update email lists on a regular basis to ensure high open rates

Social Media/Online

- Responsible for coordinating social media activities across the organization, asking relevant SE staff for news/contribution
- Set goals for growth; posting regularly and reporting on growth, activity and goals
- Ensure social media awareness/integration into ads, website, and marketing materials.
- Live social media coverage from relevant accounts in real time onsite at events
- Creation of pre-scheduled posts featuring key stakeholders & sponsors (can be pre-approved by client)
- Summary of direct engagement activity recorded on social media accounts for the duration of the event
- Coordinate new social media campaign via Facebook, Twitter, Instagram and any new technologies as designated by client and leadership teams
- Coordinate social media announcements involving Community and Media Partners in conjunction with press releases and new announcements.
- Ensure all news releases are featured on Website and distributed via all online marketing outlets
- The DMC is a dedicated staff member for pre-event social media designed to drive ticket sales and live social media coverage from prioritized accounts (i.e., Twitter, Facebook, Instagram, etc.) throughout the event including:
 - Live posts from social media accounts in real time
 - Creation of pre-scheduled posts thanking key stakeholders and sponsors
 - Summary of direct engagement activity recorded on social media accounts for the duration of the event

- SE to drive social media strategy to include account creation, target audiences, content guidelines, hashtag considerations, content calendar and benchmarking/reporting.
- SE to lead Onsite Social Media plan to maximize social engagement (including pre-event work such as collecting speaker handles, attendee handles, including all partner handles and hashtag on all marketing materials, etc.)

Event App // The DMC will partner with preferred SE event app Socio or conduct a full review of event app options and manage upload and coordination of implementation for the following services provided with selected app:

- Agenda with session descriptions
- Sponsor page with logos linking to their websites
- App Sponsor Logo Feature
- Speaker profiles showing which session they are speaking in
- Live polling with projection – the ability to have several polls running simultaneously
- Attendee Contact Information Exchange/Messaging
- Push notifications for event announcements
- Ability to upload PDF documents – (Program, Menu)
- Design event signage and conference program

Marketing Project Coordination

Client Meetings

- DMC will attend client project update meetings, as needed, report to team on action items and ensure on-time delivery from appropriate parties and assist in maintaining and driving good working relationships with client contacts.

Marketing Project Coordination

- Coordinate key elements in weekly client meetings based on weekly company status meetings; assign weekly tasks in Basecamp, ensure documents are updated and tasks are completed.
- Contribute to Event Recap based on Lessons Learned and the event outcome.
- Update Event Project Reports on a monthly/weekly/daily basis, as progress and commitments with marketing partners are made
- Actively use company systems to manage projects, i.e. Basecamp, Google Docs and Harvest time tracker

Skills and Abilities Required

- Exceptionally detail-oriented and organized, ensuring quality and consistent output;
- Careful time management and project management skills to ensure projects stay within labor allocation;
- Strong written and verbal communication, able to deliver clear, concise information tailored to specific and varied audiences;
- Strong initiative to drive project independently while tracking and communicating effectively with team;
- Ability to maintain a professional attitude and work independently with little guidance in a fast paced changing environment;
- The ability to communicate in a productive and professional manner with all co-workers, managers and team members; actively contribute in a positive manner during meetings with staff and business partners.