

## **MARKETING COORDINATOR - FLORIDA JOB DESCRIPTION**

### **Summary of Position:**

The Marketing Coordinator will be called upon to perform a variety of tasks and will need to have a comprehensive understanding of how the marketing department works day-to-day, the status of current projects and a deep understanding of all the product offerings. This will require someone who is detail oriented and able to operate in a cool, calm and collected manner while juggling numerous projects. The Marketing Coordinator will need to have strength in analytical and creative tasks. This position will report directly to the Market Manager with oversight by the VP of Marketing.

### **Essential Job Functions:**

- Coordinating consumer facing communication for the suite of products in the market. Messaging should be in-line with the larger national brand strategy but targeted to the local consumer. Including but not limited to: email, text, social media, video and blog content.
- Creating and managing a content calendar for external communications.
- Coordinating, managing and attending events in the market, ensuring our brand is well represented in the market.
- Assisting in training and scheduling for field marketing staff for in-store pop-ups and product demos.
- Assisting in managing and maintaining in-store presence within the dispensary environment.
- Assist in developing and managing a budtender training and education program for all new product SKU's.
- Monitor and track market budgets and spends.
- Manage relationships with media vendors and submit assets in a timely manner.
- Coordinating all print and promotion material needs for the market.
- Report on success and analytics of program success in market.

### **Skills and Attributes:**

- Ability to organize, manage and prioritize your schedule with minimal oversight.
- Strong attention to detail.
- Creative.
- Excellent verbal and written communication skills.
- 21+ years old
- 3-5 years' experience in a marketing role.
- Confident in all Microsoft programs (i.e. Word, Excel and PowerPoint).
- Experience using Hubspot or other ESP a plus.
- Ability to work 40+ hours a week with possible nights and weekends.