

# MARKETING COORDINATOR



UPFRAME  
CREATIVE

*At UpFrame Creative, marketing is about understanding people and building awareness about how our services can satisfy their needs. We're looking for an experienced and versatile marketing coordinator who is hungry to do this and more.*

*The ideal candidate has experience with marketing campaigns and solving creative problems. They will be comfortable with day-to-day marketing activities as well as supporting our marketing manager with long-term strategy, they love thriving under tight deadlines and changing needs.*

## ROLE DESCRIPTION

### DUTIES & RESPONSIBILITIES:

- » Ability to conceptualize and write communication pieces on behalf of clients including newsletters, blog posts, social media content, etc.
- » Develop, monitor and optimize email campaigns according to client goals
- » Develop content calendars, assist in scheduling and managing social media content including paid advertising campaigns.
- » Assist the VP of Marketing with client relationships and marketing strategies
- » Help conceptualize and execute on multichannel campaigns, ensuring the alignment of communications and messaging across all channels
- » Track results of campaigns, and recommend optimizations for improved performance
- » Assist VP of Marketing with client marketing budgets
- » Work with the UpFrame Creative design team, to meet objectives for client marketing campaigns
- » Assist in implementing and optimizing the UpFrame Creative marketing strategy.

### SKILLS:

- » Bachelor's degree (or equivalent) in marketing, business, or related field
- » Excellent written and verbal communication skills
- » Strong project management, multitasking, and decision-making skills
- » Metrics-driven marketing mind with eye for creativity
- » Social Media Management and Digital Marketing experience and proficiency is a must
- » Email marketing experience and proficiency is a must
- » Google AdWords, SEO proficient is a plus
- » Experience in web development and content development is a plus
- » Experience developing marketing plans and campaigns is a plus

**\*\*\*Location is in Brookings, but remote work can be discussed for the right candidate.\*\*\***

Send your cover letter, resume and portfolio to [ask@upframecreative.com](mailto:ask@upframecreative.com)  
This position will remain open until we find the right candidate!

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## BENEFITS:

### -- THE SERIOUS STUFF--

- » 2 weeks PTO/ year
- » The week between Christmas and New Years, we usually shut down for a break
- » Six (6) Paid Core Holidays Include:
  - » New Year's Day
  - » Memorial Day
  - » Independence Day (4th & 5th)
  - » Labor Day
  - » Christmas Day
  - » Thanksgiving Day
- » Maternity Leave
  - » 6 weeks of full pay of maternity leave up to 12 weeks off
- » 2 hours of VTO/ month (volunteer time off for board or community committees you are involved with)
- » 3 days of bereavement leave for immediate family members
- » Flex Fridays (in the summer we work half days)
- » Continuing education allowance up to \$200 (we will buy a book you are interested in, pay for a tutorial, local conference, memberships, etc.)
- » 100% coverage of hardware and software
- » Flexible workdays
- » Business casual dress
- » Office treats

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