

At UpFrame Creative, our marketing ethos centers around empathizing with individuals and cultivating an awareness of how our services can address their specific needs. We are in search of a dynamic Marketing Coordinator, someone eager to not only embrace these ideals but go above and beyond.

The perfect candidate brings a wealth of experience in executing marketing campaigns and adeptly tackling creative challenges. They should exhibit ease in handling the day-to-day tasks of marketing while also providing crucial support to our Marketing Manager in crafting long-term strategies. This role thrives in the face of tight deadlines and ever-changing demands.

INTEGRATED MARKETING COORDINATOR

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 Director of Marketing with client relationships, development of client marketing plans and strategy implementation
- » 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 Director 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, SD

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