



Job Description

Title: Marketing and Communications Coordinator
Reports to: Brandon Jensen (Primary), Board of Directors

DUTIES AND RESPONSIBILITIES:

- Aid in development/execution of overall marketing strategy, while staying within budgeted goals.
- Review and analyze company sites, update/develop/monitor SEO, improve organic search results.
- Develop, execute, and optimize online advertising campaigns. (Google Adwords, Facebook, PPC, etc.)
- Social media management and content development.
- Develop, schedule, and deploy e-Mail campaigns.
- Design, coordinate, and distribute/schedule printed media (coupon books, etc.)
- Work with individual location's managers to develop and execute effective events, sponsorships, and other local outreach campaigns with hotels, apartment complexes, schools, and other local businesses. (local events, door hanging, appreciation programs, school fundraisers, etc.)
- Track and report on effectiveness of media efforts, coupons, events, and sponsorships.

QUALIFICATIONS

- Degree in Marketing or related field. Currently working towards Marketing Degree and/or history of hands on real world experience will be considered as an alternative.
- Restaurant/Pizzeria industry knowledge preferred.

PERSONAL REQUIREMENTS

- Creative thinker, ability to generate new ideas
- Ability to convert vision into action
- Self-discipline, initiative, and outgoing.
- Must possess good communication skills
- Financial competence, ability to budget and manage expenditures
- Technical proficiency and understanding of marketing tools to include: analytics, paid media, social media, and email marketing

WORKING CONDITIONS

- 15-20 Hours, remotely, and on location throughout Greater Charleston area

COMPENSATION

- Negotiable

