



Position Opening Marketing Coordinator

Full-Time/Non-Exempt

Send letter of interest to amg@ghostranch.org

I. POSITION FUNCTION SUMMARY:

Assist the Marketing Department in to build and maintain Ghost Ranch brand awareness across all channels through the use and knowledge of graphic design, social media and public relations skills while working in a team setting. Assist with Ghost Ranch asset development and brand implementation, media buying, advertising, design projects, website content and operations; and general administrative responsibilities. The Marketing Coordinator would be responsible for marketing and design work for all Ghost Ranch departments. Coordinate and assist various marketing functions, which include tasks related to advertising, promotions, social media, email marketing, media asset management, agency coordination, public relations, website content, internal communications and reputation management. All of the above to improve revenue and increase donor base.

II. ESSENTIAL FUNCTIONS, DUTIES, AND RESPONSIBILITIES: **Branding & Graphic Design**

- Assisting Marketing Department with day to day marketing tasks and coordinating marketing projects and activities as requested.
- Organizing the production of branded items such as print materials, new programs, copywriting and communication
- Supporting the in-house marketing and design team creating original content following the Ghost Ranch graphic standards for color palette, styles and font set
- Manage the internal digital asset management library, keeping it up to date and distributing requested images to vendors, managers and staff
- Proofread copy for clarity and consistency of style to ensure that communications sync across all Ghost Ranch channels – not only in digital, but also print and direct mail

Website and Other Web

- Maintaining and updating web site content in partnership with the Web Developer
- Implementation of marketing plans, including product positioning, campaign strategies, and market strategy insights.
- Identifying the target audience for a particular media campaign and deciding how best to communicate to that audience
- Develop tracking systems and analyze campaign efficacies
- Assisting with the production of artwork, sourcing images, print buying and checking copy.
- Coordinate the execution of advertisements, both online and print
- Assist with Search Engine Optimization efforts, develop SEO skills

Communications and PR

- Assist with response and monitoring of customer reviews and reputation management
- Participate in local networking organizations, community, and industry events as assigned
- Represent Ghost Ranch professionally in community and industry events
- Assist the Marketing Manager in devising/optimizing email, SMS and web campaigns

Social Media

- Must be social media savvy and be able to capture compelling/eventful photos that spark interest as well as stay on top of trends in social media, digital marketing, pop culture, hospitality
- Maintain social media and review site profiles for Ghost Ranch
- Create compelling copy for social media posts and ads including, but not limited to, Facebook, Instagram, Twitter, Google+ and YouTube
- Develop and implement daily, monthly and quarterly social media content calendars
- Craft content in the voice of the Ghost Ranch brand with distinct, sharp writing that inspires members to engage, while increasing follower base
- Track various social media/digital marketing KPIs, trends and demographics to develop valuable insights to help growth
- Develop and implement contests, promotions, giveaways and growth initiatives to build and strengthen the online community
- Assist Marketing Team with strategic planning for usage of new and existing online marketing opportunities, as well as social media tactics