

Entry-Level Marketing Assistant/Coordinator

Post Date: May 9, 2017

Reports to: Marketing Manager

Compensation: We offer a competitive compensation package based on experience.

Location of the job: Clarkesville, GA

FLSA Status: Non-Exempt

Job Description

NGN is seeking a project driven, results oriented, attention to detail Marketing Assistant to join our Market & Member Services team. The Marketing Assistant will work to support marketing management in producing integrated marketing communications strategies, including traditional, digital and social media, experiential marketing, outreach campaigns, and public relations efforts. The Marketing Assistant will also provide a wide variety of administrative and customer service support services as needed. Candidates with graphic design and video production experience desired.

Essential Duties & Job Responsibilities

Content Creation

- Write and post biweekly "blogs" to the website with WordPress.
- Design and write bimonthly newsletters for print and email.
- Design html email templates, write email copy, and send emails to compiled email lists on request or for large email campaigns.
- Maintain categorized list of email contacts and press contacts.
- Research and write one case study or white paper per quarter.
- Periodically update website copy.
- Write other internal and external communications, including press releases.
- Assist with the creation of NGN Connect testimonial videos including coordination of interview, filming, editing, and promotion.

Social Media

- Creating engaging, interactive social media content and schedule daily posts across various social media platforms for brand awareness.
- Closely monitor current events/industry news and post related articles.
- Respond quickly to comments and interact with and engage followers
- Produce relevant images, videos, and graphics for various social media outlets

Marketing & Member Services Administration

- Fields and coordinates media inquiries for radio interviews, newspaper, etc.
- Design, order, and maintain promotional item inventory and company signage. Coordinate vendors and printers to ensure timely delivery of projects and collateral.
- Create, coordinate and disseminate marketing collateral and support materials.
- Coordinate print mailings, requiring mail merge and mailing list compilation.
- Interact with end user consumers and provide customer service support including answering telephones, assisting visitors, and resolving and/or referring a range of customer service inquiries.
- Assist with event planning, logistics, and management of outreach applications such as Eventbrite.
- Assist with general office administration, filing, etc. as needed.

Requirements

- 2 to 4 year college degree from an accredited university, preferably in marketing, communications, business, or creative writing.
- Experience: 1-2 years work experience preferred.
- Strong ability to communicate through clear and concise writing, with a proven ability to proofread.

Desired Skillset/Attributes

- Proficient in Microsoft Office.
- Experience using Adobe and/or other desktop graphic design/publishing programs.
- Experience using variety of social media platforms.
- Experience with video production, website design/maintenance, and html email design is a plus.
- Strong interpersonal and oral communication skills.
- Ability to pay attention to the minute details of a project or task and perform work accurately and thoroughly.
- Must be able to work independently, have a commitment to high levels of customer service, and excel in deadline-driven environment that involves multiple, simultaneous projects.
- Ability to utilize the available time to organize, prioritize and complete work within given deadlines.
- Demonstrated team player with excellent interpersonal skills who is able to work with diverse groups and willing to assist wherever needed.

To apply, please e-mail a cover letter and resume to alyssa.sellers@ngn.coop. NGN is an EOE M/F/V.