



Marketing Administrator

Job Title: Marketing Administrator
Classification: Full-Time - Exempt
Reports To: Executive Director
Salary: \$41,600

Summary: The Marketing and Web Coordinator plays a key role in developing and executing marketing campaigns across various digital channels to drive brand awareness and engagement. They are responsible for creating visually appealing graphics, videos, and multimedia content that align with our brand identity and resonate with our target audience. Additionally, the Marketing and Web Coordinator manages and maintains our WordPress-based website, ensuring content updates, plugin installations, and theme customization are performed efficiently.

Responsibilities:

Marketing:

- Support marketing strategy (primary focus on digital), campaign management and execution to drive meaningful growth
- Drive strategy and tactical execution of paid media campaigns, including paid social, and other digital marketing channels
- Identify tactics, channels, budgets and strategies to support strategic initiatives
- Oversee and optimize consumer-facing digital access points including websites, HRAs and landing pages to ensure best practices
- Develop standards, systems and processes for ongoing optimization across multiple channels
- Strategize content opportunities and messaging with an understanding of local markets, competitive landscape and consumer audiences
- Track and report on campaign performance
- Executive research and discovery against target audience and industry, uncovering new areas of opportunities, insights and analysis
- Effectively develop, track and report progress on roadmaps, milestones, and timelines
- Develop methods to forecast and report campaign results, ensuring that all campaign tactics are measurable

- Analyze key performance indicators on an ongoing basis to assess campaign effectiveness; continuously consult based on learnings and best practices
- Assists in planning, monitoring, and/or managing budgets in a functional area
- Ability to make decisions that are guided by precedents, policies and objectives; regularly make decisions and recommendations affecting a functional area
- Create visually appealing graphics, videos, and other multimedia content that aligns with our brand identity and resonates with our target audience.
- Develop and execute innovative marketing campaigns to drive brand awareness, engagement, and conversions across various channels (social media, email, etc.).
- Manage and maintain our WordPress-based website, including content updates, plugin installations, and theme customization.
- Create and publish high-quality content on our website, and other digital platforms to attract and retain our target audience.
- Collaborate with cross-functional teams to ensure consistency in messaging and alignment with organizational values.
- Stay up to date with the latest trends and best practices in digital marketing, WordPress development, and related technologies.

Qualifications:

- Ability to successfully organize and prioritize tasks to meet goals, solve problems and generate creative solutions
- Ability to function independently within established guidelines
- 2+ years of experience in Marketing, Communications, or a related field.
- Proficiency in WordPress CMS, including theme customization, plugin management, and basic HTML/CSS knowledge.
- Proficiency in Microsoft products, ie. Office 365.
- Excellent communication skills, both written and verbal, with a keen eye for detail.
- Ability to work independently and as part of a team in a fast-paced environment.
- Experience with graphic design tools (e.g., Canva) and email marketing platforms (e.g., Mailchimp) is a plus.

Benefits:

- 2 weeks PTO (10 days)
- 8 hours of community volunteering or school functions
- Benefits package
- Wellness activities
- 10 Holiday dates paid off

Apply:

- Send Resume to TeamSupport@ConnectAbilityMN.org