

**Job Title:** Marketing Coordinator (Contracted Remote Opportunity)

**Company:** Canopy Strategic Partners

Canopy Strategic Partners is seeking a highly motivated and detail-oriented Marketing Coordinator to join our dynamic team and work with our mission-driven clients. The ideal candidate will have a passion for the work of our clients and be a creative thinker and collaborative team player.

As a Marketing Coordinator, you will play a key role in supporting various marketing initiatives and campaigns, ensuring their successful execution, and contributing to the overall success of the marketing team. The ideal candidate will be responsible for providing comprehensive marketing support, managing various tasks related to content creation, social media, webinars, and more. This is a remote, contract position and offers flexibility in work hours. (25-35 hours per week)

**Tasks:**

**1. Content Creation and Management:**

- Create engaging content for various marketing materials.
- Manage the editorial calendar and ensure content alignment with marketing goals.
- Edit and proofread content to maintain brand consistency and ensure high-quality output.

**2. Social Media Management:**

- Manage social media posting on platforms including LinkedIn, Facebook, Instagram, Twitter, and YouTube.
- Develop and implement social media strategies to enhance online presence by creating and scheduling posts, engaging with followers, and analyzing performance metrics.
- Stay up-to-date with industry trends and propose innovative social media strategies.

**3. E-Newsletter Generation:**

- Design and generate e-newsletters to keep the audience informed and engaged.
- Coordinate and work with content partners and collaborators for content to use in the newsletter and across other platforms

4. **Webinar Logistics and Promotion:**

- Assist in planning and executing thought leadership webinars, including logistics and promotional activities.

5. **Website Updates:**

- Collaborate with the team to update and maintain the company website as needed.

6. **Marketing Mailings:**

- Manage the distribution of various marketing mailings to targeted audiences.

7. **Conference-related Tasks:**

- Support marketing initiatives related to conferences and events.

8. **Leads Tracking:**

- Collaborate with the Project Coordinator to track and manage leads effectively.

9. **Database Analysis and Management**

- Track and analyze marketing metrics to evaluate the success of campaigns and initiatives.
- Provide regular reports and insights to optimize future strategies.
- Keep the contact database updated and ensure data accuracy.

10. **Administrative Marketing Support:**

- Provide administrative support to ensure smooth operation of marketing activities.
- Assist with general marketing tasks and project coordination.

**Skills:**

- Effective and professional written and verbal communication.
- Accessible and prompt responsiveness.
- Efficient time management, task organization, and deadline adherence.
- Ability to work independently and collaboratively in a remote setting.
- Strong team player with a proactive mindset.
- Proficiency in Microsoft Office Suite, Slack, Zoom, and Adobe and other marketing tools, e.g. Mailchimp or a similar email marketing platform, CRM system, WordPress or a similar content management system.
- Strong written and verbal communication skills.
- Creative mindset with a willingness to contribute innovative ideas.

**Preferred Qualifications:**

- Familiarity with graphic design tools (e.g., Adobe Creative Suite, Canva).
- Knowledge of SEO best practices.

**Compensation:**

- Hourly rate, based on experience and expertise.
- 25-35 Hours per week

**How to Apply:**

Interested candidates should submit their resume, cover letter, and examples of previous work to [Ldavid@canopysp.com](mailto:Ldavid@canopysp.com) with the subject line "Marketing Coordinator Application - [Your Full Name]."

**Application Deadline: 12/18/23**

Canopy Strategic Partners is an equal opportunity employer. We encourage candidates from all backgrounds to apply.

**About Us:**

*Canopy Strategic Partners is a full-service planning and consulting firm dedicated to helping mission-driven organizations, including zoos, museums, nature centers, aquariums, botanical gardens, and conservation organizations, create a better future for the planet. We are champions of leaders, community builders, and collaborative experts.*

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