

EPHRATA DEVELOPMENT ORGANIZATION
DBA MAINSPRING OF EPHRATA
(An Equal Opportunity Employer)

JOB TITLE: Marketing Coordinator

REPORTS TO: Executive Director

STATUS: Non-Exempt, Parttime: 28 hours per week, not to exceed 32 hours
Benefits include Paid Time Off and Holidays only after one year

JOB SUMMARY:

The Marketing Coordinator will work closely with the Administrator and Executive Director in order to further the mission of the organization through the coordination of all the marketing activities and initiatives of the organization. The Marketing Coordinator will conduct market research, carry out promotional campaigns, identify target audiences and evaluate current trends. The Marketing Coordinator will report to the Executive Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Write a Marketing Plan, working closely with the Executive Director.
2. Have a solid understanding of the Five-Year Keystone Communities Program Strategic Plan.
3. Have a solid understanding of the Organizational Budget.
4. Develop content for marketing materials, including organization's e-newsletter; Collaborate with Administrator on design.
5. Liaise and correspond with public relations and media contacts, including the Borough of Ephrata's Marketing department.
6. Monitor production of and oversee distribution of marketing materials.
7. Draft press and media releases.
8. Help to plan, coordinate and participate in marketing events.
9. Execute direct marketing campaigns.
10. Develop and implement strategies for social media platforms, working with contracted marketing agency.
11. Update Sponsor and Community Partner brands on social media and website.
12. Monitor and assess marketing trends and community feedback.
13. Maintain archive of marketing material.
14. Ensure marketing activities and materials comply with state and federal regulations.
15. Grow revenue generating activities through the promotion of event products for purchase and the promotion of enhanced Business spots/ads on the website's B2B Directory.
16. Build SEOs; keywords; track, coordinate and assemble data to measure outputs and outcomes of marketing programs.
17. Other duties as assigned.

KEY SKILLS AND COMPETENCIES

- Strong ability to plan and organize.
- Excellent communication skills; excellent writing skills.
- Attention to detail.

- Strong problem-solving skills
- Innovative; a Self-Starter, but also an excellent collaborator and team player.
- An understanding of social trends, community behavior.
- Creative and highly motivated.
- Fully invested in the success of Ephrata.

EDUCATION AND EXPERIENCE

- Bachelor’s degree or equivalent
- Customer service, marketing or sales experience
- Understanding of the principles of marketing
- Knowledge of marketing tools and techniques
- Proficient in relevant computer applications

PHYSICAL REQUIREMENTS

The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

While performing the duties of this job, the employee is regularly required to sit; use hands to manipulate objects or controls; reach with hands and arms; and talk and hear. The employee must lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus. Noise level in the work environment is generally quiet.

I am able to perform these tasks without accommodation. _____ Yes _____ No

If no, list required accommodations:

I have read and understand the above job description, and I accept all the responsibilities of the position.

Employee’s signature

Date

Supervisor’s signature

Date