

Marketing Coordinator Job Description

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At Nightowl Coffee, we don't just serve coffee—we create unforgettable moments. The Marketing Coordinator is our creative powerhouse, blending design, storytelling, and hospitality to elevate every client experience. This role is part artist, part strategist, and part event enthusiast—driving the visuals, content, and connections that keep our brand buzzing. If you love design, live for organization, and get excited about making people say “Wow!”, this is the role for you.

This position offers a **flexible growth path**. It can remain part-time for the right candidate or ramp up to a full-time role. Creative responsibilities can **increase significantly**, providing opportunities to take on larger projects, own more of the brand strategy, and play a key role in shaping Nightowl's marketing vision.

Key Responsibilities

- **Content Creation:** Take ownership of Nightowl Coffee's blog strategy by ideating, writing, and optimizing posts to elevate our brand, highlight client events, and improve SEO.
- **Design & Branding:** Create custom branding proofs for clients using design software, ensuring every concept aligns with Nightowl Coffee's standards and client vision.
- **Photography:** Photograph 2–3 key events each month, capturing high-quality images to showcase events, client activations, and team culture for marketing and social media.
- **File Management:** Maintain and organize all creative assets in Google Drive, including artwork, proofs, event photos, and additional assets.
- **Event Orders:** Upload approved client artwork and repeat-client details into Event Orders (BEOs) to ensure accurate branding and flawless execution.
- **Weddings:** Oversee all wedding sales and communication, serving as the main point of contact for couples and planners from inquiry to event day.
- **Client Communication:** Communicate with clients to gather artwork and approvals quickly while providing a high-touch, hospitality-driven experience.
- **Gratuities & Technical Tools:** Collaborate with the VP of Sales to track barista gratuities and format client logos for Ripple latte printer software.
- **Client Gifting & CRM:** Manage the company contact list and client gifting program, ensuring accurate data and personalized touches that strengthen relationships.
- **Custom Vinyl Production:** Work with the Production Manager to operate a large-format vinyl plotter to print custom vinyl for client branding projects.
- **Email Marketing Assets:** Update and refresh branded email banner graphics quarterly to keep marketing campaigns fresh and visually consistent.
- **Additional Duties:** Update specialty client payment terms as needed, archive the event calendar bi-weekly, and support marketing campaigns and initiatives.