

Marketing Coordinator

Location: Dallas, TX (Hybrid Preferred)

Type: Part-Time (20–25 hrs/week) with opportunity to ramp to Full-Time

Pay: \$22–28/hour

Reports To: Founder & VP of Sales

Nightowl Coffee is hiring a Marketing Coordinator to own creative execution across sales, marketing, and brand. In this role, you'll create client-facing creative proofs (renders, mockups, branded visuals), manage social and blog content, maintain our website, and build pitch decks that feel **premium, intentional, and unmistakably Nightowl**. This role offers a **flexible growth path**. It can remain part-time or ramp into a full-time position as responsibilities expand, with real opportunity to take on larger projects and own more of the brand's creative execution.

Key Responsibilities

Creative Proofs & Sales Support

- Create visual mockups, renders, and proofs for client proposals and event concepts
- Partner with Sales to translate ideas into clear, compelling visuals
- Turn revisions quickly without sacrificing quality or accuracy
- Build high-impact pitch decks for corporate clients and agencies

Brand, Content & Website

- Manage Nightowl's social media content calendar and posting
- Write and publish blog posts and case studies optimized for SEO
- Refresh branded email graphics quarterly
- Organize creative assets in Google Drive (photos, proofs, brand files)

Client & Production Support

- Collect client artwork, approvals, and revisions efficiently
- Upload approved branding into Event Orders (BEOs)
- Format logos for Ripple latte printer software
- Support CRM updates, client gifting, and specialty requests
- Assist with custom vinyl production using a large-format plotter

What We're Looking For

- Entry-level to early-career design experience (Canva, Adobe, Figma, or similar)
- Strong visual instincts and clear written communication
- Organized, self-directed, deadline-driven, confident, coachable, and detail-obsessed
- Comfortable juggling multiple projects in a fast-paced environment

Culture & Fit

- Values ownership, precision, and execution—thrives in high-expectation environments
- **Ideal Enneagram Fit:** 1w2, 3w2, 3w4, or strong 6