

STRATEGIE

Job Title: Marketing Coordinator

Company: Strategie

About Us:

Strategie is a boutique marketing company that creates tailored marketing solutions for brands across various industries. Our holistic approach to delivering client-centric strategies makes us a trusted partner for growth-focused businesses.

We offer marketing & advertising, creative and graphic design, and web design and development, making us a full-service agency.

Guided by our values of Excellence, Integrity, Adaptability, Collaboration, and Transparency, we are dedicated to delivering measurable results and fostering long-term partnerships with our clients.

Position Overview:

The Marketing Coordinator will be responsible for coordinating and executing a variety of marketing tasks with a focus on website management, content creation, and digital campaign support. This role requires strong attention to detail, proficiency in digital tools, and the ability to manage multiple projects in a fast-paced environment.

Key Responsibilities:

- Create and publish website content for clients, primarily using WordPress, and occasionally in Squarespace.
- Conduct annual maintenance on client websites and complete content updates as needed.
- Optimize websites for search engines (SEO/AIO) prior to and following launch.
- Manage and update Google Business Profiles for clients.
- Create marketing and client materials, as well as presentations, using Canva.
- Pull and compile advertising performance reports from digital marketing platforms.
- Support branding and website projects with research, organization, and content preparation.
- Assist with the creation of workflows, processes, and automations to improve efficiency.
- Assist with the management and organization of project files and tasks.

Qualifications:

- Experience in digital marketing, website content management, or a related field.
- Previous experience with website content management systems.
- Understanding of SEO/AIO fundamentals and best practices.
- Strong written communication skills and an understanding of basic design principles.
- Experience using Canva or similar design tools.
- Ability to manage multiple projects and meet deadlines.
- Strong organizational skills and attention to detail.
- Ability to work collaboratively with a team and maintain a client-centric approach.
- Ability to use discretion in handling matters of a confidential nature.
- Ability to maintain a professional appearance and business casual dress code.

Preferred Qualifications

- Experience with Google Ads and Meta Ads Manager.
- Knowledge of brand, website, and campaign development.
- Experience with project management and automation tools.

Why Join Us?

We are committed to fostering a creative and collaborative work environment where every team member has the opportunity to grow and make an impact. If you're passionate about marketing, enjoy problem-solving, and are ready to contribute to innovative strategies for diverse clients, we'd love to hear from you!

Strategie is an equal opportunity employer that does not discriminate based on race, national origin, gender, gender identity, sexual orientation, protected veteran status, disability, age, or other legally protected status.

Learn more about Strategie at strategiellc.com.

Pay Range:

Pay commensurate with experience. We also offer a competitive benefits package to support and empower our employees.

How to Apply:

Please send your resume, portfolio (optional), and a brief cover letter to sara@strategiellc.com with the subject line **"Marketing Coordinator Application – [Your Name]."**