



# CULTIVATE

## **Marketing Coordinator Boulder, CO**

### **OVERVIEW**

Cultivate is currently recruiting for a full time Marketing Coordinator, based out of Boulder, CO. The ideal candidate will be a team player who is able to work closely with the events, marketing, design, and sales teams. They will be self-directed, proactive, and ready to define and execute projects independently. This individual will need to be passionate about email marketing, social media platform management and providing exceptional user/guest experiences. This candidate will need to be an influential writer with the ability to create content from a brand, lifestyle and experience perspective.

### **WHAT YOU WILL DO**

- Actively look for ways to improve website content and the client experience
- Create compelling content for social media posts, including, but not limited to, Facebook, Instagram, Pinterest, and YouTube
- Develop and implement daily, monthly and quarterly social media content posting schedules using HubSpot
- Craft content in the voice of the Cultivate brand with distinct, sharp writing that inspires readers to engage, while increasing the Cultivate follower-base and, ultimately, driving long-term loyalty
- Proofread content for clarity and consistency of style to ensure that communications sync across all channels – not only in digital but also print
- Work with the Director of Marketing and the in-house Graphic Designer to help grow the brand and reputation, while ensuring alignment with marketing and brand standards and goals.
- Assist in research (competitor analysis), development, and implementation of social strategy
- Aid in the design, development, and monitoring of email campaigns
- Develop, write content and monitor the Cultivate Blog
- Work on strategic campaign initiatives throughout the year
- Closely work with the Marketing Director to find new ways to generate leads and move existing leads through the sales cycle



### **STAND OUT SKILLS**

- Previous experience w. HubSpot
- Basic to intermediate HTML or CSS knowledge a plus
- Familiarity and comfort with Adobe Suite programs
- A savvy photographer

### **WHAT YOU NEED TO SUCCEED**

- Bachelor's Degree in Marketing or a related field
- Minimum 2-4 years relevant online media communications, campaign management, social media management work experience, lead generation and brand building
- Excellent writing, communication, and proofreading skills
- Strong project and time management skills
- Enjoys taking initiative to undertake or continue a task with a drive for thoroughness and accuracy
- A solid understanding of lead generation and the sales process

The above description reflects most duties assigned to the position. Please note, other responsibilities may be requested at any time.