

Marketing Coordinator

Full-Time Position
Boulder, CO

Company Overview

Founded in 2010, Cultivate has evolved to become the Gifting Experts of our industry and a trusted gifting partner for our growing portfolio of clients. We believe the right amount of choice makes people happy, and our gifting options offer something for everyone. We provide Virtual and Event Gifting options to help clients appreciate people online or at an event. At Cultivate, we work as one towards our mission of appreciating people.

What We Need

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 sales, events and support, purchasing, and operations teams. They will be self-directed, proactive, and ready to define and execute projects independently. Reporting to the Senior Marketing and Communications Manager, this individual will need to be passionate about traditional and digital marketing, content marketing, and social media marketing.

Who You Need To Be

From day one, this individual will contribute to existing marketing strategies, while assisting with the development of new initiatives that align with team and company goals. The ideal candidate will possess excellent organizational and time management skills, able to handle many diverse projects at once, and meet deadlines. He or She will be a creative thinker and problem-solver, unafraid to question the status quo. You will need to have relevant experience or training, be an excellent communicator, and have graphic design and content creation skills.

What You Will Do

- Assist the Senior Marketing and Communications Manager in research, competitor analysis, development, and implementation of compelling content for but not limited to strategic campaign initiatives, paid and organic social media, email marketing campaigns, weekly blogs, online advertising, and overall marketing strategy
- Conduct market research, help carry out promotional campaigns, identify target audiences, and evaluate current trends
- Proofread copy for clarity and consistency of brand voice to ensure that communications sync across all channels
- Update and or create brand assets, sales resources, client-facing documents, PowerPoint files, and design templates
- Analyze marketing reports and dashboards to measure campaign success in Hubspot
- Closely work with the Sales team and Senior Marketing and Communications Manager to find new ways to generate leads and move existing leads through the sales cycle
- Manage and keep the in-house image library and file structure up-to-date
- Work with the Senior Marketing and Communications Manager and Brand Manager to grow brand recognition and expand our online presence while aligning with brand guidelines and company goals
- Aid in the development, scheduling, and monitoring of weekly newsletters, email campaigns, and CRM tools
- Help develop content and schedule weekly articles for the Cultivate Blog
- Contribute to the development of social media platforms and schedule accordingly using a working content calendar
- Record and track paid and organic marketing metrics
- Submit weekly marketing expense reports and record weekly, monthly, and quarterly spend
- Order name tags, business cards, branding cards, and other merchandising requests
- Update and manage the team landing page on the website
- Manage the Cultivate Culture Club website

Standout Skills

- Previous experience w. HubSpot, Sprout Social, and or Trello
- Familiarity and comfort with Adobe Creative Suite
- Understands how email, website, paid advertising, and social media platforms serve and support marketing strategies, lead generation, and the sales process
- Basic to intermediate knowledge of Google Ads, Google Analytics, LinkedIn Campaign Manager, and HTML and or CSS knowledge a plus

Must Haves

- Bachelor's degree (B.A.) from a four-year college or university
- Minimum of 2+ years professional experience and or training
- Intermediate knowledge of Google Suite, Microsoft Office, Adobe Creative Suite, and iOS operating system
- Excellent writing, communication, and proofreading skills
- Strong project, organizational, and time management skills

- Enjoys taking the initiative to undertake or continue a task with a drive for thoroughness and accuracy
- A solid understanding of lead generation and the sales process

Compensation and Benefits

- Competitive based upon experience
- Benefits including 401k (w/ 3% match) and insurance coverage

To apply, send your resume to jenny@cultivatepcg.com.

The above description reflects management's assignment of essential functions; it does not prescribe or restrict the task that may be assigned.