



Cypress Grove

Job Description

Revised Date: August 2019
Job Title: **Marketing Coordinator**
Classification: Hourly/Non-Exempt
Reports To: Director of Marketing
Core Hours: Monday through Friday from 8:30am to 5:00pm

Summary: The Marketing Coordinator is an integral part of the Cypress Grove marketing team. This position is responsible for performing functions that set and accomplish the goals of the marketing department and company. The Marketing Coordinator provides support to the marketing team and serves as a strong brand representative for Cypress Grove.

Essential Duties **The essential duties include, but are not limited to the following:**

Marketing Support **50%**

- Provide support on marketing initiatives and delegated duties
- Maintain updated lists, including media mentions and a marketing FAQ.
- Under the direction of marketing staff, assist with the coordination of trade and distributor shows.
- Assist with special projects such as new product launches, events and special promotions.
- Assist with design and creative projects under direction of Graphic Designer.
- Support on and off site corporate events and employee functions including planning, set-up, serving, and clean-up.
- Organization of event materials and fulfillment.
- Assist with order fulfillment and swag needs.
- Support marketing projects as needed.

Company Support **25%**

- Responsible for the management of donations and related outreach
- Customer service for external requests and as needed
- Coordination and execution of events
- Conduct in-house tours on an as-needed basis.
- Backup for customer inquiries, sales coordinator and customer service
- Serve as a member of the Grover Gathering Committee

Digital Support **25%**

- Enter orders and provide tracking information for public relations and influencer sample shipments
- Maintain tracking document for social media mentions, including account details, KPIs, and any relevant communication
- Assist in influencer outreach under the guidance of digital marketing manager

- Reply to routine digital consumer inquiries via social media, engagement tools, and/or store locator emails
- Stay up to date on social media and digital trends; proactively recommend opportunities for digital partnerships
- Coordinate the competition process, submitting entry forms and working with Marketing, Operations, and Fulfillment teams to complete competition requirements

General Support

(Ongoing)

- General office support including answering phones, greeting visitors, and completing paperwork associated with changes, promotions, events, and marketing director expense reports.

Expectations

All Cypress Grove employees are required to perform their duties with the following expectations in mind:

- Work together toward common goals and values including ethics, judgement, professionalism, adaptability, and dependability.
- Perform all work in compliance with applicable quality and safety measures.
- Take responsibility for learning the skills necessary to do your job.
- Communicate any lack of understanding or confusion to address training needs.
- Communicate effectively and positively with supervisors and coworkers.
- Work efficiently at all times, and fulfill management expectations.

Work Environment

The Cypress Grove office environment is typical of a customer service/reception department. The Shipping and Production environment will be hotter or colder, wetter, and more humid than is typical in an average working environment. Proper protective gear is provided and must be worn at all times.

Physical Demands The demands described here are representative of those typically encountered in this role.

- Remain stationary for long periods of time at a workstation desk, operating a computer keyboard, mouse, and other standard office equipment.
- Navigate to and move about inside Cypress Grove headquarters including shipping and production areas.
- Communicate over the phone and in writing through resources such as mail, email, instant message, text.
- Position self to properly complete the task at hand. This may involve turning all or parts of the body, or bending downward in order to place or reach an object at a lower level.
- Extend above the shoulder in order to place or retrieve objects.
- Ability to grasp, raise, lower and/or move objects of various sizes and weights:
 - Individually regularly manipulate objects weighing up to 20lbs
 - With assistance occasionally manipulate objects weighing from 21lbs to 30lbs

Skills/Experience

- Minimum of 3 years of customer service experience.
- Some higher education is a plus, specific to marketing and business
- Proficient in Microsoft Office (Word, Excel, PowerPoint) and data entry.
- Experience using Adobe Photoshop and Adobe Illustrator
- Experience working in computer databases.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities at any time, with or without notice. Reasonable accommodations may be made for individuals with disabilities.