

Greater Cleveland Partnership

Job Description

POSITION TITLE: Marketing Coordinator (Products)

DIVISION: COSE Marketing

REPORTS TO: Senior Director, Marketing

FLSA CLASSIFICATION: Exempt

POSITION SUMMARY:

Serve as a project coordinator for the Council of Smaller Enterprises (COSE). Work with marketing manager to execute marketing, communications and advertising needs in support of the Product team, (including our health insurance, workers' compensation, energy, wellness, office products and more). Work with internal clients to assist in the design and execution of marketing plans to support the overall marketing strategy. Responsible for managing projects from concept through completion and for tracking and reporting results.

Duties require judgment, such as identifying problems and evaluating results of problem solving, and may require some analysis to solve problems. Duties may require improving methods and procedures. Must be accountable for own actions and decisions. May require interaction in situations requiring resolution of conflict or negotiation.

ESSENTIAL FUNCTIONS:

- Assist in the production of the award-winning *COSE Update* monthly magazine, including researching, data collection, writing, editing, as well as coordinating design, printing and distribution. Work with internal staff and external vendors to ensure timeliness of the magazine each month.
- Update portions of the Web site as needed.
- Write and edit copy for content marketing, collateral and e-communications.
- Develop concepts to promote various products, seeing projects through from concept through completion.
- Provide creative and communications counsel to internal clients.
- Uphold and maintain adherence to identity guidelines.
- Manage heavy work flow and tight deadlines, often interacting with external vendors.
- Work with Senior Director, Public Relations on press releases and promotion of various products as needed.
- Ensure that projects are completed within budget.
- Track and report on results of marketing communications programs.
- Manage relationship with specific book of business of current members. Engage member and complete touch points per requirements of COSE member engagement program providing a deeper connection to COSE for the member and working to identify and deliver the best combination of resources for the member's needs to increase the value they receive from the organization, support retention of the member and generate referrals for additional member prospects.
- Assist in distribution of fact sheets, news releases, photographs, scripts, or electronic media to the press.
- Other job related functions as assigned.

COSE ESSENTIAL FUNCTIONS:

- Ensure focus on COSE core values (Sincere, Helpful, Accessible, Resourceful, Responsive) as part of COSE “Member First” Approach.
- Attend COSE University trainings and complete COSE University coursework in a timely manner to ensure and maintain current knowledge of COSE services, products, programs, engagement skills and expectations.
- Document and track all member engagements in the CRM.
- Attend both COSE and external events as required to engage with prospects and members.

PREFERRED EDUCATION, EXPERIENCE AND SKILLS:

- Bachelor’s degree in marketing, communications or related field.
- One to four years related work experience.
- Long-term and short-term planning skills.
- Commitment to quality.
- Strong written and verbal communication skills.
- Customer service/account executive mindset and proven experience.
- Creative approach to problem solving.
- Ability to manage multiple clients and multiple projects, prioritizing workload as needed.
- Ability to manage internal and external resources.
- Requires knowledge of theory and practice in the marketing communications field. Uses theoretical knowledge daily to address business issues.
- Strong technology skills including high proficiency in Microsoft Office Programs including: Word, Excel, Outlook, web platforms and PowerPoint.
- Proficient in basic use of social media.
- Experience working with small business owners
- Experience working with a membership organization
- Proficiency in Spanish a plus

PHYSICAL REQUIREMENTS:

- May be required to work more than 8 hours during a workday
- Sitting for long periods of time
- Limited travel/driving required
- Significant manual dexterity for keying in data for long periods of time

SCHEDULING REQUIREMENTS:

- Must be available to work occasional off-hours
- Must be available during standard business hours
- Incumbent has the flexibility to schedule activity with the approval of supervisor
- Aspects of this position may be performed from a remote location with the approval of supervisor.