

Clothes Less Traveled

JOB DESCRIPTION		
Position Title: Marketing Coordinator		
Employment Status: Part-Time	FLSA Status: Non-Exempt	Effective Date:

Job Summary

Creates messaging and design in mixed media aligned to showcase the Clothes Less Traveled brand. Develops and implements a marketing plan to manage website, communications, advertising and other media platforms. Plans and implements special promotions and events throughout the year.

Responsibilities

Electronic Communications and Website Administration:

- Manage digital platforms such as Facebook, Twitter, Instagram, and YouTube, including updating and posting relevant store and grant information as directed by the with the Executive team or designated personnel.
- Post information related to special events, sales, and in-store messaging to social media and the website.
- Utilize each social media platform and website analytic reporting capabilities to optimize effectiveness of organizational and store initiatives.
- Work with host webmaster to update and post web-based content.
- Distribute monthly newsletter, and review and utilize analytics.
- Assist with planning and marketing promotions and special events.

Minimum Qualifications (Knowledge, Skills and Abilities)

- Bachelor's degree in Marketing, Communications or similar degree preferred; High school diploma or GED required
- 2+ years in marketing position preferred
- Well-developed communications skills including newsletters and social media
- Ability to multitask and prioritize in a busy environment
- Proficiency in MS Office Suite, Adobe Photoshop and other design programs
- Discretion, flexibility, and willingness to work closely with the management team and Board of Directors

Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves and others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.