

Financial Supermarkets, Inc.

Associate: Open
Reports to: SVP, Director of Marketing

Position: Marketing
Title: Digital Marketing Coordinator

Position Summary

We are seeking an enthusiastic, detail-oriented, and creative Entry-Level Marketing Coordinator to join our dynamic marketing team. As a key player in the marketing department, you will be responsible for managing and enhancing our social media presence, digital marketing campaigns, email marketing, website development, and creating impactful sales collateral. This is a fantastic opportunity for a motivated individual looking to gain hands-on experience in the marketing and design-build industry with room for professional growth.

MINIMAL AIR/CAR TRAVEL REQUIRED.

Key Job Responsibilities

Social Media Management:

- Manage and execute our social media strategy across platforms (LinkedIn, X/Twitter, Facebook, Instagram, YouTube, TikTok, etc.) to engage with our audience and drive brand awareness.
- Create and curate content, including graphics, videos, and copy, to ensure a consistent brand voice.
- Track and analyze social media performance metrics and suggest improvements.

Email Marketing:

- Develop and execute email marketing campaigns to engage prospective clients and nurture relationships with existing customers.
- Design email templates, write compelling copy, and segment email lists for targeted outreach.
- Monitor and report on email campaign performance, including open rates, click-through rates, and conversions.

Website Development & Maintenance:

- Collaborate with the web development team to update and maintain content on our corporate website and member-protected training site, The Smart Cart.
- Ensure website content is fresh, optimized for search engines (SEO), and aligned with marketing goals.
- Monitor website analytics to track performance and suggest updates for better user engagement.

Sales Collateral Creation:

- Assist in the creation of visually appealing, informative, and persuasive sales collateral, including brochures, presentations, and case studies.
- Ensure that all materials are up-to-date and reflect the brand's standards and messaging.

Client Support

- Compile, assemble and ship training materials for the FSI training team's consultation appointments nationwide
- Oversee the company's client anniversary program on a monthly basis.
- Lend support to the training and client support team in producing on-brand resources

Stay up-to-date with digital marketing trends and share insights with the team to improve strategies.

Administrative Responsibilities

*) CRM Reporting & Recording (Daily):

- Learn, understand and utilize company's CRM (TSC/Saleslogix)
- Record business-related phone calls, meetings, emails, visits. Link to the proper Opportunity (if applicable), Contact, and Account.
- Record information in the form of notes and comments.
- Attach documentation/photos/plans/agreements.
- Create ad-hoc groups for mailings and update contacts with all e-marketing bounce backs.

Required Qualifications

- * Proficient in Microsoft Office Suite, WordPress, Adobe Suite, Canva, and CRM systems
- * Must have 1+ years in graphic design, social media content creation and website development
- * Willing and capable of learning new technology

What We Offer

- A collaborative and supportive work environment.
- Opportunities for professional growth and development.
- Competitive salary and benefits package, including health insurance and paid time off.
- Exposure to diverse marketing initiatives across a growing industry.

How to Apply

Interested candidates are encouraged to submit a resume and a cover letter highlighting their relevant experience and why they are passionate about marketing in the design-build and financial sectors. Please send applications to TColeman@SupermarketBank.com or apply through our website at www.supermarketbank.com/careers.

Financial Supermarkets, Inc. is an equal-opportunity employer. We value highly-capable talent and are committed to creating a positive and professional environment for all employees.