

## Marketing Communications Coordinator

### Job Summary

The Marketing Communications Coordinator can strategize, write, design, and publish compelling social media and digital marketing assets under dynamic deadlines and is a subject matter expert regarding the latest trends in social media marketing. This role will support the department on all major campaigns, events and initiatives, actively contributing to the overall development and implementation of the marketing and communication plans. In addition, successful candidates will have strong analytical skills, be highly organized, effectively prioritize and thrive in an environment characterized by significant growth, diversity and opportunity.

### Primary Responsibilities

#### Marketing Administration

- Support the Marketing team in creating and implementing marketing strategies and brainstorming strategic and impactful concepts, initiatives, and activities to support organizational goals and campaigns.
- Manage a team-wide “Marketing Calendar” to plan the schedule for all agent emails & social posts and perform the actual planning, writing, designing, routing and posting on all social platforms.
- Assist in developing marketing and communications materials, campaigns and media outreach and relationships.
- Create, manage and update marketing projects and plans; and manage incoming marketing project requests quickly and accurately.
- Manage social media inquiries, comments and engagement in a timely manner.
- Reputation monitoring and “social listening” for mentions of the Illinois Mutual brand online, working to expand our reach and reporting and escalating as needed.
- Partner with designers to maintain in-house image assets; assist in collecting and managing photography and video to complement communication strategies.
- Follow established policies and procedures outlined in Illinois Mutual’s Brand Guidelines, processes and associated documents.
- Create monthly and quarterly reports summarizing media clips and impressions, and social media reach, engagement and overall performance metrics, providing recommendations for improvement.
- Work with the research team to proofread and administrate surveys and other projects, as needed.
- Assist with other tasks and duties, as assigned.

#### Social Media Content Creation and Strategies for Promotion

- Strengthen the Company’s current social media presence, including Instagram, Twitter, Facebook, YouTube and LinkedIn, by implementing activities designed to improve social interaction, attract followers and position the organization among its key audiences.
- Strategize the core purpose for Illinois Mutual’s brand presence on each social platform and curate on-

going content to populate each channel.

- Develop creative content, original topics and cohesive campaign themes to effectively meet the needs of, and communicate with, our target audiences.

### **Email Scheduling, Mailing List Administration and Sales Event Promotion**

- Oversee and maintain contact databases, mailing lists and departmental marketing calendars; assist in maintaining the department's editorial calendar.
- Write and distribute emails, newsletters, and other digital communications, including social media posts, podcasts, and news releases.
- Create and/or manage digital communication for the promotion of lunch & learns, tradeshow and other events, coordinating with internal departments and external partners.

### **Website and Other Messaging**

- Plan, create and improve website content and digital promotional messaging with speed and accuracy, including recommendations for search engine optimization (SEO), blog production, and overseeing day-to-day website updates and edits to all company websites, as assigned.
- Contribute to the planning and execution of the Annual Report by participating in brainstorming sessions and creating content for the website, mailer, interview guides, video scripts and other projects associated with the annual report.

### **Qualifications and Competencies (Education and Experience):**

- Bachelor's degree in communications, marketing, public relations, journalism or a related field required, with a minimum of 2 years of experience in marketing, communications or public relations and an emphasis on social media (may include relevant fellowships, externships or internship experiences) or equivalent combination of education and experience required.
- Proficiency with Microsoft Office (Word, Excel and PowerPoint), Hootsuite, Mailchimp (or similar applications) required.
- Proficiency in Canva, as well as experience using Adobe Creative Cloud Applications (Photoshop, Illustrator, InDesign), Google Analytics and CRM platforms are helpful, but not required.
- Advanced experience with social media platforms required; demonstrated responsibility for social media management in a professional setting is preferred.
- Strong interpersonal, organizational, project management and time management skills, with superior attention to detail and the ability to deal effectively with people at all levels required; must be able to manage multiple projects independently while maintaining quality, error-free work.

- Must be able to work well independently and in a team environment; must be versatile and self-directed; must maintain a high level of professionalism, integrity and confidentiality.
- Ability to research and analyze various types of data and information required.
- Detailed and goal-oriented – must be able to prioritize to accommodate dynamic deadlines.
- Able to travel, if needed.

*\*College or university must be sufficiently accredited and listed in the U.S. Department of Education Accreditation Directory.*

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