

Job Description: Marketing Coordinator

Location: Remote / Hybrid (NYC)

Company: XYZ Marketing Solutions

Job Type: Full-time

****About the Role:****

We are seeking a creative and detail-oriented **Marketing Coordinator** to support our marketing team in executing campaigns, managing social media, and analyzing performance metrics. The ideal candidate will have strong communication skills, experience with digital marketing tools, and a passion for driving brand engagement.

****Key Responsibilities:****

- Assist in developing and implementing marketing campaigns (email, social media, content marketing).
- Manage and grow company social media presence (LinkedIn, Instagram, Twitter).
- Create engaging content (blog posts, graphics, newsletters) using Canva, Adobe Creative Suite, or similar tools.
- Track and report on campaign performance (Google Analytics, Meta Insights).
- Coordinate with designers, copywriters, and external vendors.
- Support event planning and promotional activities.

****Requirements:****

- 1–3 years of marketing experience (internships included).
- Proficiency in social media platforms and content creation tools.
- Strong writing and analytical skills.
- Familiarity with SEO, email marketing (Mailchimp), and CRM systems (HubSpot).

- Bachelor's degree in Marketing, Communications, or related field.

****Preferred Qualifications:****

- Experience with paid advertising (Google Ads, Meta Ads).
- Basic graphic design or video editing skills.