

Job Title: Marketing Coordinator

Reports To: Executive Director

Status & Pay: Part-Time, 20 hours per week, pay based on experience.

Position Summary: The Ada Business Association (ABA) is a vibrant organization dedicated to supporting local businesses and fostering a thriving community in Ada. The Marketing Coordinator for the ABA will be responsible for planning, implementing, and managing marketing campaigns and strategies. This role aims to enhance the organization's visibility, promote member businesses, and support overall growth objectives.

Other responsibilities will include cultivating member relationships to support retention efforts, overseeing the ABA Ambassador program, and assisting with event planning and execution.

Key Responsibilities:

1. Marketing Campaigns:

- Work with Executive Director to develop and execute marketing campaigns to promote the ABA and its members.
- Create content for various channels, including social media, email newsletters, the ABA website, and print materials.
- Monitor and analyze campaign performance, providing reports and recommendations for improvements.

2. Social Media Management:

- Manage and grow the ABA's social media presence on platforms such as Facebook, LinkedIn, and Instagram.
- Create, schedule, and post engaging content regularly.
- Monitor social media channels for member engagement and respond promptly.

3. Event Promotion & Planning:

- Assist in promoting events, including workshops, lunches, and networking events.
- Coordinate the creation of event marketing materials, such as flyers, signage and digital ads.
- Manage event registrations and attendee communications.
- Coordinate with vendors, sponsors and partners to ensure smooth event logistics and successful collaborations.
- Evaluate event success using key performance indicators (KPI's) to provide post-event analysis.

4. Member Communications & Retention:

- Develop and distribute regular communications to members, including newsletters, updates, and special announcements.
- Ensure members are informed about upcoming events, opportunities, and resources.
- Collect and share member success stories and testimonials.
- Oversee ABA Ambassador program.

5. Website Management:

- Update and maintain the ABA's website with current information and resources.
- Optimize website content for search engines (SEO).
- Monitor website analytics and make recommendations for improvements.

6. Brand Oversight:

- Ensure consistent use of branding across all marketing materials and channels.
- Assist in the creation of branded merchandise and promotional items.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or at least 2+ years of experience in marketing is required.
- Strong written, interpersonal and verbal communication skills.
- Passion for relationship building.
- Proficiency in social media platforms and digital marketing tools.
- Experience with website management and SEO.
- Ability to analyze data and generate reports.
- Excellent organizational and project management skills.
- Creative thinking and problem-solving abilities.
- Ability to work independently and as part of a team.
- Proficiency in Microsoft Office, GoDaddy, WordPress, Constant Contact, and Canva.

Preferred Qualifications:

- Experience with graphic design and video editing.
- Knowledge of local business community and economic development.
- Familiarity with CRM software and member management systems.

Work Environment:

- This position may require occasional evening or weekend work to attend events or meet deadlines.
- The role is currently remote with an expectation to meet in person at least once per week with the Executive Director.

Application Process:

Interested candidates should submit a resume and cover letter to info@adabusinessassociation.com.

This job description outlines the general nature and level of work performed by an individual within this role. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of the individual assigned to this job.