

Marketing & Communications Coordinator

A MARKETING & COMMUNICATIONS COORDINATOR IN A GRAPHIC DESIGN COMPANY LIKE IVY DESIGNS STUDIO IS A PROFESSIONAL RESPONSIBLE FOR MANAGING AND EXECUTING MARKETING STRATEGIES AND COMMUNICATION EFFORTS THAT PROMOTE THE COMPANY'S BRAND, SERVICES, AND PROJECTS.

THEY COORDINATE CAMPAIGNS, CREATE CONTENT FOR SOCIAL MEDIA, NEWSLETTERS, AND PRESS RELEASES, AND HELP MAINTAIN CONSISTENT MESSAGING THAT ALIGNS WITH THE COMPANY'S CREATIVE VISION AND VALUES.

- • DEVELOP AND IMPLEMENT MARKETING AND COMMUNICATION STRATEGIES TO SUPPORT ORGANIZATIONAL GOALS
- • COORDINATE INTERNAL AND EXTERNAL COMMUNICATIONS, ENSURING BRAND CONSISTENCY
- • DRAFT, EDIT, AND DISTRIBUTE PRESS RELEASES, NEWSLETTERS, AND PROMOTIONAL MATERIALS
- • MANAGE SOCIAL MEDIA ACCOUNTS AND CREATE ENGAGING CONTENT ACROSS PLATFORMS
- • MONITOR AND ANALYZE MARKETING CAMPAIGN PERFORMANCE, PROVIDING REPORTS AND RECOMMENDATIONS
- ASSIST IN THE CREATION OF MARKETING COLLATERAL (BROCHURES, FLYERS, PRESENTATIONS, DIGITAL ASSETS)
- MAINTAIN BRAND GUIDELINES AND ENSURE CONSISTENT MESSAGING ACROSS ALL CHANNELS
- SUPPORT WEBSITE UPDATES, BLOG POSTS, AND OTHER DIGITAL COMMUNICATIONS
- • TRACK BUDGETS, INVOICES, AND EXPENSES RELATED TO MARKETING ACTIVITIES
- • CONDUCT MARKET RESEARCH TO IDENTIFY TRENDS AND OPPORTUNITIES
- • MAINTAIN DATABASES OF CONTACTS, MAILING LISTS, AND CAMPAIGN METRICS

