



## Job Description

### Marketing & Design Coordinator

Here we GROW again! Champion Pest & Termite Control is looking for a part-time Marketing & Design Coordinator. You will be responsible for the day-to-day management and execution of our marketing programs. In this role, you will assist with the development of brand marketing strategies from end to end, from concept to execution and evaluation. You will work collaboratively and cross-functionally to help grow the footprint of a small, family-owned business. You will also assist with coordination of administrative aspects including outreach and activities, personalized giftings, and event planning. This position is part-time [20-25 hours] with the future potential for full time for the right candidate.

The ideal candidate will have a creative, entrepreneurial mindset, excellent verbal and written communication skills, and a strong work ethic. You must be able to work in a fast-paced environment, be comfortable working independently, and have strong organizational skills. Previous design experience is a plus.

#### Essential Duties & Responsibilities:

- Possess a high level of creativity and design skills to develop new and refine marketing materials that can be translated across all platforms, including concept logos, graphic layouts, website design [not programming], email blasts, social media posts, digital ads and collateral marketing materials
- Define and execute an overall marketing plan to include building and/or managing a customer and prospect database, demand generation campaigns, and content development calendar needs
- Manage the implementation of existing marketing technology including CRM, marketing automation, and other tools as well as un or automate weekly reports from key tools, including Google Analytics, Customer Data Platform, Microsoft Excel
- Coordinate the development of customer-facing content including press releases, case studies, sales presentations, and website content
- Become an expert on our products and customers in order to inform overall marketing strategy and content development
- Competition research and documentation
- Set goals and measure the effectiveness of different campaigns and tactics in order to continually refine the overall strategy and provide insights for leadership to support optimization
- Select and manage external vendors to accelerate the execution of all plans.
- Keep pace with consumer, technology, and strategic changes



- Perform all work in a manner consistent with the Champion Pest & Termite Control's mission, vision, and core values
- Performs other related duties as assigned

Qualifications:

- High School Diploma or GED equivalent required. College Degree is strongly preferred.
- 1 year of relatable experience required
- Experience in graphic design, marketing, and/or production design preferred
- Advanced experience in standard design software and internal systems to facilitate daily job responsibilities including software such as Microsoft Office products [Excel, Word and PowerPoint, etc.] and design software such as Adobe Suite, Canva, Photoshop and other image selection platforms
- Excellent interpersonal, organizational, written and verbal communication skills.
- Strong organizational and administrative skills
- Knowledge of principle marketing strategies and concepts that optimize consumer communication/persuasion.
- Attention to detail, independent thinker, and ability to recognize patterns and anomalies in data
- Brings a driven, hungry to learn attitude to work every day
- Ability to establish and maintain relationships and work as a member of a team

Please send a resume along with a portfolio showcasing a diverse range of design projects and creative solutions to [hholloway@championpestandtermite.com](mailto:hholloway@championpestandtermite.com) with the subject: Job Application.