

MARKETING COORDINATOR

Department: Marketing

Supervisor: Director of Marketing & Communications

Employment Type: Part-Time, Non-Exempt

Compensation: 30 hours-per-week

JOB DESCRIPTION

The Marketing Coordinator plays an important role in Caramoor's Creative Media Group, supporting and executing a range of key marketing initiatives. This is a part-time, non-exempt position that averages 30 hours per week.

Job Duties & Responsibilities

- Email Marketing
 - Participate in the creation of a communication strategy.
 - Prepare, test, and send weekly newsletters, targeted blasts, and other promotional email campaigns.
 - Collaborate with Director to track performance based on key metrics and make recommendations to optimize email strategy and workflow.
- Website
 - Make regular updates to Caramoor's Wordpress website, which may include resizing images, updating copy, and embedding video.
 - Ensure continuous event control.
 - Report any maintenance issues.
- Social Media
 - Support social media content creation and strategy.
 - Assist in content review, scheduling and publishing.
- Miscellaneous
 - Monitor the general marketing mailbox.
 - Complete other duties as assigned.

Required Skills and Qualifications

Experience and Education

Bachelor's or advanced degree in arts/marketing a plus, event production/administration or a related field a plus. Related experience and arts/music or marketing/communications background a plus. Writing and editing experience a plus.

Software and Technology Expertise

Command of MS Office Word and Excel and aptitude for ticketing and event software preferred. Experience with email marketing platforms (e.g. Mailchimp, DotDigital) and content management systems (e.g. WordPress, Squarespace) is a plus.

Customer Service & Communication

Must have a friendly and professional attitude and work well with others. Strong interpersonal, verbal and written communication skills.



● [PO Box 816, Katonah, NY 10536](mailto:info@caramoor.org) / [914.232.5035](tel:914.232.5035) / caramoor.org

Administrative Skills

Ability to maintain confidential information. Organized and detail oriented with strong work ethic. Flexibility to adapt to changing priorities and new opportunities. Ability to work on a variety of assigned tasks.

Values & Culture

Appreciation for creating an environment that supports all guests to be inspired by music; and have a strong commitment to Caramoor's mission and values and commitment to DEIA. Ability to work in a positive and professional manner, to be collaborative and a self-starter.

Working Conditions

Ability to work in a busy environment and with the public, maneuver outdoors (in all weather conditions) on 80 acres of woodland trails, gravel pathways and spectacular gardens. Flexibility to work during weekends and evenings as needed for events. Vaccination for COVID-19 required.