

# Marketing Coordinator



**INCUMBENT:** Vacant  
**REPORTS TO:** Media Relations & Marketing Production Manager  
**LOCATION:** Bowling Green, KY  
**STATUS:** Full-time, Exempt  
**DATE:** Open Until Filled

**TO APPLY:** Please submit a cover letter, resume, and three professional references to [HR@corvettemuseum.org](mailto:HR@corvettemuseum.org).

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## DESCRIPTION

The Marketing Coordinator will be responsible for the execution of various initiatives related to marketing in all lines of business. With a creative mindset, this person will assist in the development of marketing materials, composing copies for various channels of communication, and perform multiple tasks directly related to marketing.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assist with the strategy and creation of the comprehensive marketing plan.
- Assist with the development and management of unique content and social media.
- Create engaging e-mail marketing for a variety of audiences and lines of business.
- Aid in the fulfillment of sponsorship deliverables and metrics.
- Promote NCM events using local, regional, national, and international platforms to include adding events to online calendars
- Act as a representative of the NCM for our digital advertising partners, along with other team members.
- Monitor and update company websites (corvettemuseum.org and corvettecaravan.com). Communicate with team members to ensure it is always current and propose improvements for implementation.
- Monitor, manage and execute on a variety of tasks and efforts at different stages of discovery, and execution while handling a large request queue. Deliver results in a fast-paced, deadline driven environment.
- Responsibilities are not all inclusive, additional duties may be assigned.

## EDUCATION/EXPERIENCE

- B.S. OR B.A. degree in marketing, communications, or related discipline.
- 1-3 years of experience in marketing field preferred.

## QUALIFICATIONS

- Be a well-organized and self-directed individual who is a team player.
- Strong written and oral communication skills.
- Have an eye for design and possess basic design skills.
- Solid social media knowledge of trends, topics, and platforms.

- Ability to complete multiple tasks and high volume of work on deadline.
- Strong attention to detail.
- Excellent time management and organizational skills.
- Computer proficiency in a Windows environment.
- Open to continuous learning and upgrading of skills.
- Valid state driver's license required.

#### **ESSENTIAL PHYSICAL REQUIREMENTS**

- Ability to sit and/or stand for long periods of time.
- Ability to lift and carry up to 10 lbs.
- Ability to operate a computer and other equipment in the office.
- Must have sufficient mobility to move around the office and the community.