



## Marketing & Communications Coordinator

### JOB OVERVIEW

In this exciting role on our Marketing & Communications team, you will be reporting directly to the VP, Marketing, Communications and Strategic Account Management. This role will provide general marketing coordination with an emphasis on email and digital marketing campaigns. This role assists with creating and project managing marketing and communications initiatives including, email campaigns, social media strategies, print collateral, newsletters, and other projects in varied media. The position is responsible for developing, managing and implementing the annual promotional calendar, including digital media, event marketing and the content calendar (insights, articles, and newsletter coordination). The person in this role will need to develop & maintain relationships with consultants and other stakeholders to identify marketing and communications needs and manage productive vendor relationships.

The successful candidate will demonstrate an exceptional work ethic, positive attitude, integrity, and marketing competence. They will display accountability, ownership, problem-solving, innovation, initiative and a drive for continuous improvement.

### JOB RESPONSIBILITIES

- Develop and review email campaigns and manage the email calendar
- Assist with web projects and updates
- Coordinate and optimize the digital media calendar and channels
- Project and Implementation Coordination - Track project development and communicate status
- Marketing Materials:
  - Proof and test all email communications, blog posts, and other marketing campaigns
  - Ensure brand consistency across communications and content
  - Project manage and coordinate the E-Newsletter
  - Corporate collateral – new folders, sales slicks, program materials
- Client Development/Account Management/Business Development - Design proposals, presentations and digital brochures
- Digital:
  - Develop and maintain the content calendar with insight articles and online posts
  - Digital media strategy – create seasonal headers/graphics, ongoing posts, support during conferences and events
  - Conference mobile sites
  - Website Maintenance
  - Grow and expand digital resources to enhance programs and services (ie, LDP Project Library)
  - Develop email campaigns (creative, content, etc.)

- Communications and Promotions:
  - Review and project manage videos
  - Proposal and contract design and review for consultants
  - Manage vendor relationships
  - Maintain content calendar
- Sponsorships: Develop supporting materials

## JOB REQUIREMENTS

- Minimum of 3 years of experience in marketing and communications
- Bachelor's degree business related field preferably Graphic Design, Communications, Marketing, Journalism
- Project management experience - attention to detail, solves problems with ease
- Knowledge and understanding of current trends and best practices in digital/social media - not just personally, but professionally representing a brand, organization or company voice
- Strong writing, editing, proofreading skills
- Well-rounded marketing skills and understanding
- Proficient in Microsoft Office
- Graphic design experience a plus
- Event marketing experience a plus
- Organizational skills with attention to detail & high degree of accuracy
- Ability to interact with all levels of staff and FCCS customers
- Excellent Communication Skills both written and verbally
- Ideation and Implementation – proactively bring forward project ideas with the ability to project plan, manage and implement
- Maintains confidentiality as required and supports the core values and mission of the organization
- Position may require minimal travel

## An Overview of FCC Services. Our Expertise. Our Services.

Our vision is simple yet bold—we empower organizations to be more. We are a business services and consulting firm specializing in leadership development, talent selection, risk management, insurance management, and claims administration.

Since 1975, FCC Services has worked with the Farm Credit System, cooperatives and self-insured public entities to help them achieve organizational and operational excellence by helping them manage their risks.

Headquartered in Denver, Colorado, with approximately 50 employees, FCC Services is proud to serve a variety of clients across the US.

The unique blend of our expertise, services, programs and conferences enables us to create enriching business solutions and help organizations to *Be More*.

## JOIN OUR GROWING TEAM!

### Compensation:

- ✓ *Competitive Salaries*
- ✓ *Annual Performance Bonuses*

### Benefits:

- ✓ **90% employer paid** health insurance options
- ✓ *9-12 paid holidays annually*
- ✓ *Generous paid vacation and sick time*
- ✓ *Generous 401k matching and other benefits*
- ✓ *Collaborative and welcoming work environment*

Interested candidates should email a cover letter, resume and salary requirements to [human.resources@FCCServices.com](mailto:human.resources@FCCServices.com) – No phone calls, please.

FCC Services is an equal opportunity employer (EOE).