

## JOB DESCRIPTION

**Position:** Marketing Coordinator  
**Reports to:** Director of Marketing  
**Job Type:** Full-Time Employment

## POSITION OVERVIEW

The Marketing Coordinator will provide key support for initiatives that generate publicity, further brand identity, strengthen online presence, and engage target audiences through ongoing marketing and communications, helping to drive venue sales for Patrick Properties Hospitality Group.

## PRIMARY RESPONSIBILITIES

Under the supervision of the Director of Marketing, will:

- Assist with development and implementation of strategic marketing program concurrent with company mission to deliver authentic, unrivalled experiences
- Maintain various sections of the website through WordPress, including the blog, Press section, photo galleries, and job openings (among others)
- Responsible for content creation, including the blog, e-blasts, sales collateral
- Assist with ongoing marquee messaging ideas
- Audit and maintain third-party advertising listings and online reviews (The Knot, WeddingWire, Google, etc.)
- Serve as a liaison between the marketing department and the sales, events, and catering teams
- Support the sales + events team by creating and editing sales collateral, catering menus and seasonal promo materials; oversee production and distribution of sales collateral among other departments
- Provide graphics and collateral using Photoshop, InDesign, and Canva
- Compile, organize, and manage log of media coverage
- Maintain centralized photo gallery library via Dropbox; track all PPHG events (and their photo galleries) via Google Spreadsheets
- Support Director of Marketing in ongoing research, as needed (platforms, tools, history, etc.)
- Serve as liaison to local photographers to build and maintain extensive library of high-quality images and acquire approval for advertising purposes
- Schedule, coordinate, and oversee film/photo shoots taking place on property
- Assist with external communication with clients for marketing needs, such as review requests
- Attend various functions as a representative of the company to establish and foster strategic relationships with vendors, community leaders, business partners, and press contacts
- Help brainstorm and plan various in-house events and outreach to improve community engagement
- Track industry news and topics on national, regional, and local level to identify and propose opportunities to help promote the company to the media and general public
- Content creation for email marketing campaigns via MailChimp; oversee distribution and tracking
- Participate in bi-weekly calls with our outside public relations team and provide assistance, as needed
- Create and order business cards and other print collateral, as needed
- Prepare Instagram story graphics to grow website traffic and brand awareness
- Support social media efforts through content and graphics creation; maintain company Pinterest and LinkedIn pages



**PATRICK PROPERTIES**  
HOSPITALITY GROUP

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## REQUIRED SKILLS

- Bachelor's degree in marketing or related field required
- 2+ years of experience in marketing, including website management, email marketing, social media, graphic design, and copywriting/content creation
- Ideal candidate will be self-motivated, take initiative, and be able to run with projects without constant guidance
- Skilled in management of social platforms, including Facebook, Instagram, Pinterest, LinkedIn, along with developing content to help grow and maintain active social media outlets
- Proficiency in Photoshop, InDesign, Microsoft Word, Excel, and Google Sheets
- Strong experience working with digital marketing tools (ex. Google Analytics, MailChimp)
- Strong understanding of WordPress and other content management systems
- Experience with SEO/SEM a plus
- Strong written and verbal communication skills a must
- Superior collaborative, planning, and organizational skills; detail-oriented and task-oriented
- Ability to prioritize while managing several projects at a time
- Be customer-service, guests and clients-come-first minded
- Great communication and interpersonal skills when working with other departments and outside vendors
- A positive attitude and willingness to learn