

JOB DESCRIPTION

Position: Marketing Coordinator

Reports to: Director of Marketing

Job Type: Full-Time Employment

To Apply: Send resume + cover letter to work@pphgcharleston.com

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:

- 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
- Maintain centralized photo gallery library via Dropbox
- Track all PPHG events (and their photo galleries) via Google Spreadsheets; add full vendor lists to all Event Reports and save to Dropbox library
- Provide graphics and collateral using Photoshop, InDesign, and Canva
- Responsible for content creation, including the blog, e-blasts, sales collateral
- Schedule, coordinate, and oversee film/photo shoots taking place on property
- Assist with external communication with clients for marketing needs, such as review requests
- Manage email marketing campaigns via MailChimp; oversee distribution and tracking
- Prepare Instagram story graphics to grow website traffic and brand awareness
- Support social media efforts through content and graphics creation
- Maintain various sections of the website through WordPress, including the blog, Press section, photo galleries, and job openings (among others)
- Audit and maintain third-party advertising listings and online reviews (The Knot, WeddingWire, Google, etc.)
- Assist with ongoing marquee messaging ideas
- Compile, organize, and manage log of media coverage
- Assist with development and implementation of strategic marketing program concurrent with company mission to deliver authentic, unrivalled experiences
- 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
- 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
- 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



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

COMPANY PROFILE

Since 1997, Patrick Properties Hospitality Group (PPHG) has been restoring and preserving historic downtown Charleston properties, including Parcel 32, the American Theater, the William Aiken House and Lowndes Grove. While we were at it, we crafted a tradition of warm, inviting hospitality that ensures our guests feel welcome, well cared for and ever ready to come back for more. With each event we host, our focus is the oversight of our venues as well as the upscale food and beverage service we provide within them, requiring a keen eye for detail and the highest standard of customer service.

Are you looking to be a part of a proven, dynamic company which can offer amazing benefits and growth potential?! PPHG is excited to offer competitive benefits such as: Medical benefits, 401K match, paid vacation and holidays, and many more internal company perks. Our family owned and operated culture provides a work-life balance to our team, as well as hybrid work schedule with flexibility within departments. We are looking for energetic, enthusiastic, hard-working individuals to join our team. With five venues located in the heart of busy upper King Street and on Saint Margaret Street in the Wagner Terrace neighborhood, our properties are elegant & awesome: boasting bright decor, outdoor spaces, historic architecture and a story to go along with. We are seeking a new member of our marketing team who wants to contribute to creating a positive, fun, and exciting work environment. Prior marketing experience is required.