

Marketing Coordinator Job Description:

Responsibilities:

- Assist in various marketing tasks related to advertising and promotion of The Caviar Co. brand, including:
 - Supporting the Marketing Director in creating and establishing the marketing plan and strategy by planning and organizing promotional materials
 - Creation of digital marketing materials such as blog posts, web copy, tangible brand activation for events
 - Analyze social media content and campaigns to identify and create new marketing strategies
 - Maintaining influencer and affiliate database organization and assisting with campaigns aligned with marketing editorial calendar
 - Influencer and media discovery and outreach
 - Creating and maintaining new brand partnerships and collaborations with companies such as Champagne houses, Jewelry brands, and other luxury goods
 - Conceptualizing and designing private labels for Michelin star chefs nationwide, private clients and media contacts
 - Preparing high-quality graphics that will be added to a variety of marketing projects, which could include brochures, catalogs, presentations, direct mail, corporate identity, packaging, and web/mobile sites
 - Help with daily operations in the retail store when needed
 - Available for occasional offsite events, where we feature a “caviar bar” and serve guests anywhere from 20 to 300 people!

Qualifications:

- 1-2 years of experience as a marketing coordinator or similar role ideal but not required
- Medium to high level of experience working with Adobe Illustrator and Indesign
- Strong written and verbal communication skills
- Creative eye and ability to think outside the box while maintaining brand identity
- Strong attention to detail and solid organization skills
- Ability to multitask on a wide variety of projects and duties
- Self motivated and has the ability to work under pressure in a fast paced environment

- Willingness to learn and provide multiple creative solutions to everyday challenges
- Bachelor's degree in Communications, Marketing, or similar field preferred but not required
- Excited and eager to indulge in caviar!
- Working knowledge of HTML and CSS is a plus
- Experience in retail and/or eCommerce is a plus
- Experience or working knowledge of Hubspot is a plus
- Must be available during the holiday season

We will train you to become highly educated on caviar and hospitality in order to provide high quality content and experience to our customers!

Benefits:

- Unlimited PTO
- Health and Life Benefits
- Competitive Wage
- Employee Discount on Caviar and Champagne