



Job Title: Marketing Coordinator

Date: 4/28/2025

Location: Hayward/Cable, WI

Job Type: Full-Time

Reports To: Marketing & Communications Director Manager

About the Role:

We are seeking a creative and detail-oriented Marketing Coordinator to join our team. This role is ideal for someone who thrives in a fast-paced environment and is engaged in digital marketing, content creation, and community engagement. You'll play a key role in executing email and social media campaigns that drive engagement and brand awareness.

Key Responsibilities:

- Plan, write, and schedule engaging content across email and social media channels (Instagram, Facebook, TikTok, YouTube etc.)
- Design graphics and visual assets for use in digital marketing campaigns using tools like Canva & Adobe Creative Suite
- Collaborate with internal teams to support campaign goals, promotions, and event launches
- Assist in analyzing campaign performance and adjusting strategies based on data and insights
- Maintain a consistent brand voice across all communications
- Stay up to date with trends in social media, email marketing, and digital design
- Video editing for social content, stories, and short-form campaigns (experience with tools like Adobe Premiere, CapCut, etc., highly encouraged)

Requirements:

- 1–3 years of experience in marketing, communications, or a related field
- Strong writing, editing, and proofreading skills
- Proficiency in graphic design (Canva, Adobe Illustrator, Photoshop)
- Working knowledge of social media platforms and scheduling tools (e.g. Hootsuite)
- Basic email marketing knowledge (e.g., Mailchimp, Klaviyo, Constant Contact)
- Excellent organizational skills and attention to detail
- Video editing experience is a strong plus

Bonus Points:

- Experience working in digital marketing and/or outdoor event promotion preferred.
- Familiarity with basic analytics (Google Analytics, social media insights)



- Photography or videography skills

Contact: Please submit completed resumes to Mike Brown (mike.brown@birkie.com)

To Apply: Please submit your resume and 2–3 samples of past marketing work (social posts, graphics, emails, or videos).