



POSITION TITLE: Marketing Coordinator
LEVEL: III
REPORTS TO: General Manager
SUPERVISES: N/A
STATUS: Part-Time
CLASSIFICATION: Non-Exempt Hourly

PART-TIME POSITION WORKING 18 HRS/WK

Chartreuse & co is a lifestyle retailer featuring antique, vintage, and new goods across multiple barns on the owner's family farmland. Its purpose is to preserve Frederick County history, to celebrate family, and to give a happy home to great items that deserve a second life. Our retail location is open select dates, but our office holds regular hours. We are a growing workplace seeking to expand our team.

SCHEDULE:

- Every week Monday, Wednesday, Friday 9:30am – 4pm with one 30-minute unpaid break
- Some additional dates as needed for event photography

BENEFITS:

- Competitive pay
- A collaborative, small-team office of 5 team members
- A values-driven workplace culture emphasizing work/life balance
- Biweekly pay provided by employee's choice of check or convenient direct deposit

POSITION DUTIES & RESPONSIBILITIES:

Social Media & Email Campaigns

- Create, design, coordinate, and execute email marketing and social media campaigns, meeting goals of frequency, quality, and market engagement.
- Manage and maintain Chartreuse's social media presence across Facebook, Instagram, Twitter, YouTube, TikTok, and SnapChat.
- Maintain and organize effective, active marketing campaign email lists.

Content

- Generate written and visual content for company, including marketing materials, email blasts, posters, flyers, company website, online store, blog, and social media.
- Utilize exceptional visual design skills to generate digital posts, in-store & grounds signage, and other marketing and merchandising content.
- Daily photograph product, displays, etc. and edit at an exceptional, professional level.
- Create graphic content in line with Chartreuse's brand.
- Act as project manager of Chartreuse's blog, both generating content and scheduling with others the provision of content.
- Strategize product to feature via marketing outlets, and execute accordingly.
- Creatively devise and execute bold, cutting-edge visual designs.
- Generate content for email and direct message responses.
- Proofread and edit all materials before public dissemination.
- Maintain accurate information across all platforms, including website, Google, email blasts, online store, social media, and print materials.

- Coordinate with Administrator to order marketing and print materials.
- Utilize effective tagging and keywords to promote SEO.

Brand & Strategy

- Steward the company brand by carefully creating and presenting verbal, written, in-person, and visual content and communications in alignment with brand and company representation standards.
- Update strategies and marketing content regularly to maintain freshness and to keep atop changing trends.
- Lead coworkers and staff in consistency of voice in alignment with Chartreuse's brand across all platforms, communications, and content. Train coworkers and staff, and coordinate as needed.
- Remain flexible to adjustments in brand representation or marketing presence as needed.
- Work with General Manager to create monthly marketing calendars.
- Strategize ways to continually improve customers' experience at in-person events and online.

Customer Service

- Engage with customer base by encouraging customer inquiries and comments, and replying in a timely manner.
- Coordinate carefully with Customer Service Coordinator to ensure timely, professional, friendly, and voice-consistent customer service is delivered across all platforms.
- While in office, oversee all customer service, including social media comments and direct messages, emails, phone calls, voice messages, texts, and mail.
- Coordinate with Customer Service Coordinator effective responses to provide via telephone or in-person communication to frequently asked questions; help communicate these brand-aligned responses to other staff.
- Field customer inquiries and address directly or forward to the appropriate staff member as needed.
- Answer emails, voicemails, and social media direct messages in a timely manner with helpful information as needed.
- Ensure timely communication with the customer, and coordinate internally as needed to ensure this standard is upheld.
- Be aware of trends in customer difficulties and communicate them to management.
- Answer the company phone during office hours and provide friendly, professional, helpful customer service.

General

- Coordinate with Administrator to order supplies.
- Collaborate with Buyer to remain familiar with rotating mix of product.
- Represent Chartreuse's brand by interacting with customers in a composed, gracious, welcoming manner.
- Provide exceptional customer service to persons both internal and external to the company.
- Communicate internally regularly to remain abreast of happenings and current information that can be used in marketing materials and when communicating with customers.
- Utilize exceptional communication skills across all work performed; maintain excellent grammar, spelling, and clear verbiage in all communications.
- Exercise professionalism and discretion in the dissemination of information.
- Maintain a calm, professional, respectful demeanor in all communications.
- Escalate customer issues as needed to management.
- Remain informed regarding company refund and purchase policies.
- Maintain records for, and operate within, assigned budget.
- Maintain intuitive organization of data and excellent records.
- Maintain compliance with all company policies and procedures.
- Perform related duties as assigned by supervisor.

POSITION QUALIFICATIONS & REQUIREMENTS:

- Possession of a bachelor's degree in Marketing, Design, Communications, or a related field
- Possession of 1 year's experience in creative content generation
- Possession of 1 year's experience in a retail or customer service environment
- Possession of 6 months' experience in photography
- Preferably 3 years' experience in graphic design
- Preferably 2 years' experience in writing
- Ability to creatively visualize and execute
- Ability to identify and analyze trends, and adjust accordingly
- Exceptional written communication skills
- Exceptional photography and visual design skills
- Video editing abilities preferred
- Proficiency with social media platforms, including Facebook, Instagram, and Twitter
- Proficiency with Mac operating systems
- Proficiency with Adobe Creative Suite; expert capabilities strongly preferred
- Proficiency with MS Office Suite
- Proficiency with WordPress preferred
- Proficiency with PC operating systems a plus
- Proficiency with Shopify a plus

General

- Must be 18 years of age or older
- Ability to safely and successfully perform the essential job functions consistent with federal, state, and local standards, including meeting qualitative and/or quantitative productivity standards
- Ability to maintain regular, punctual attendance consistent with federal, state, and local standards; ability to work entire shift as scheduled in accordance with business needs
- Ability to work independently and to carry out assignments to completion within parameters of instructions given, prescribed routines, and standard accepted practices
- Must be able to work under pressure, to complete goals in a timely manner, and to meet deadlines, while maintaining a positive attitude and providing exemplary customer service
- Ability to flexibly collaborate with a team or work independently as needed
- Ability to communicate clearly, effectively, and professionally both verbally and in writing with persons internal and external to the company
- Ability to maintain a professional, friendly, respectful, positive workplace attitude
- Ability to create and maintain an intuitive organizational system, and to effectively manage and prioritize responsibilities

PHYSICAL REQUIREMENTS:

- Ability to safely and successfully perform the essential job functions consistent with the ADA, FMLA, and other federal, state, and local standards, including meeting qualitative and/or quantitative productivity standards.
- Ability to maintain regular, punctual attendance as scheduled in accordance with business needs and consistent with the ADA and other federal, state, and local standards
- Ability to type 55+ WPM
- Ability to lift and carry up to 25 lbs.
- Ability to sit or stand for extended periods
- Ability to work continuously up to 4 hours at a time

- Ability to stoop, bend, climb, stretch, kneel, reach, or twist
- Ability to walk up to 5 miles at a time over uneven or varying terrain
- Ability to operate for extended periods in varying temperatures ranging from 20°F – 100°F
- Ability to work in varying weather conditions, including precipitation, continuous sun up to 4 hours at a time, or winds gusting up to 40 MPH or sustained up to 20 MPH
- Ability to discern colors, including red, green, blue, yellow, orange, and purple
- Ability to talk, listen, and speak clearly on the telephone

For consideration, please email résumé to sasha@chartreuseandco.com.