



BIOFIELD TUNING

## Marketing Coordinator

### REPORTS TO

VP of Sales and Marketing

### LOCATION

Colchester, Vermont

### TYPE

Full Time

### FLSA STATUS

Non-Exempt

### SUMMARY / OBJECTIVE

The Marketing Coordinator works closely with our COO and leadership team to develop, coordinate, and execute all the marketing activities and initiatives at Biofield Tuning.

The ideal candidate will have prior experience with a wide range of marketing functions, including communications, advertising, branding, digital marketing, and social media. This position requires exceptional communication, and organizational skills. You will collaborate, develop, and release content and events that increases awareness, engagement, and sales.

### RESPONSIBILITIES / DUTIES

- Markets products and events by developing and launching creative campaigns.
- Create and release the company's newsletters.
- Liaise with team on product launch strategies. Including content ideation, social media, photoshoots, customer retention and acquisition, and sales initiatives.
- Collaborate with team on the latest sales techniques such as testimonials, new partner relationships, product review, and other sales conversions introduced into the market.
- Maintain and advance the company's web exposure, position, and presence.
- Provide reports to upper management on marketing efforts, results, and budget.
- Analyze and report on customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies.
- Support the company's re-branding strategy.
- Attend appropriate business meetings.

### **Other Responsibilities**

- Requires work with others in a group or team, external customers, face-to-face discussions with individuals or teams. Requires strong interpersonal and communication skills that support individuals and teams, effective problem resolution, and sustainable, successful working relationships.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Proven experience with marketing plans, campaigns, and identifying target audiences.
- Promotion, marketing, and advertising experience preferably within the wellness and healing industry.
- Proficiency with Facebook and Instagram ads and the ability to read and translate metrics to actionable items.
- Strong interpersonal skills, including the ability to listen effectively, and communicate in a proactive fashion
- Strong experience, and skilled in graphic design
- Excellent organizational and time management skills with the ability to prioritize, and multitask
- Ability to adapt to changing situations in a calm and professional manner
- Strong critical thinking, analytical, and problem resolution skills

### **EDUCATION AND EXPERIENCE**

- Bachelor's Degree in marketing, or previous strong experience in similar business or related field.
- Experience with marketing automation and CRM tools.
- Adobe Creative Suite: Photoshop, InDesign, Illustrator
- Strong technology acumen working with Microsoft Office, G-Suite, Shopify, and project management software.

### **PHYSICAL REQUIREMENTS**

Bending or twisting, reaching, sitting, standing, climbing, and walking. Safely moving or lifting objects up to 50 pounds. Use hands to handle, control, or feel objects, tools or controls.

### **WORK ENVIRONMENT**

This is almost exclusively a computer-focused, office-based position. It is required that this individual is adept in using multiple forms of technological communication. If working outside of the office at any point, it is imperative that the person who fills this role is easily accessible and responsive during business hours.

### **TRAVEL**

Travel may be expected for this position.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

*This Job Description is not a contract of employment. All employment remains at will. Performing all or some of these tasks to expectation is not a promise or guarantee of continued employment. This Job Description and any tasks listed can be temporarily or permanently changed or modified at any time in the company's sole discretion, with or without prior notice to the employee and with or without being in writing. You may be required to perform other jobs for the company even if not within your job or department. The duties and responsibility describe the general nature and level of work performed in this job. They should not be construed as an exhaustive listing of all job duties and responsibilities by employees so classified.*