



Digital Marketing Coordinator – REMOTE WORK

As a Digital Marketing Coordinator at Break the Ice Media you will be the primary support for client work, including developing and writing content, implementing strategies and executing on client project plans. No two days are alike when you work across a variety of areas of responsibility including email marketing, social media, digital marketing, websites and graphic design.

Working with marketing and digital content, you will bring strong verbal and written communications skills, knowledge of current social media trends and platforms, problem-solving skills and an eye for detail. Your ability to manage multiple tasks and deadlines in a fast-paced environment will be critical to your success. If you are energetic, self-motivated, and capable of working independently or on a team, you will feel right at home.

When you join the team at Break the Ice Media, you will be joining a company that is a leader in the travel, tourism, and hospitality industry. You will be working closely with clients from all over the world representing many different segments of the industry. Your work will contribute to results-driven marketing plans that deliver our clients ROI and even win awards.

You will be part of a team that is committed to our core values that we refer to as PLACE GT

- We are **passionate**, about our work, the tourism industry, helping clients succeed, marketing communications, and about life.
- We are **light-hearted**, serious about our jobs and delivering results for our clients but not taking ourselves too seriously.
- We are **authentic**, true to ourselves, no smoke and mirrors here, no shiny objects, we are free to be who we are and attract clients who share our same value in authenticity.
- We are **collaborative**, it is the very foundation that this company was built from starting with that very first client.
- We are **equitable** believing in all aspects of equality. We value ideas, input and talents from all of our team members from the intern to the CEO.
- We are **growth minded**. We strive to continually learn and grow as individuals and as a company.
- We are **transparent**, openness is core to how we operate.

Break the Ice Media is 100% committed to building an inclusive environment for people of all backgrounds and everyone is encouraged to apply.

As Digital Marketing Coordinator you will report to the Director of Sales & Marketing.



What You'll Do:

- **Content Creation**
 - Write copy and develop compelling content for agency and client projects to meet strategic planning objectives.
 - Coordinate content with other promotional and marketing materials to ensure copy and content are current and support/enhance overall strategic marketing plan.
 - Create and edit video content.
 - Assist with formatting proposals and reports in PowerPoint.
- **Email Marketing**
 - Write, design and implement email campaigns.
 - Use email as a tool to build customer and prospect databases for the agency and its clients.
 - Assist in database management for the Agency and its clients.
- **Social Media**
 - Generate, edit, publish and share engaging content for the agency and clients.
 - Create written and visual content that ensures brand consistency.
 - Communicate with followers, respond to queries and monitor comments and reviews.
 - Manage social media account design.
 - Stay up-to-date with current technologies and trends in social media, design tools and applications.
 - Perform research on current benchmark trends and audience preferences.
 - Propose and implement new and alternative ways to leverage new social media features.
 - Monitor social media metrics.
- **Planning**
 - Assist in writing project marketing plans.
 - Recommend content updates.
 - Anticipate opportunities for existing clients.
- **Account Support**
 - Assist with updating and maintenance of collateral and content pieces.
 - Ensure copy and content is proofed and correct prior to presentation to clients, and again before final uploading, publishing or sending.
 - Assist in measurement and tracking of client projects.
 - Ensure continued progress of client workflow in the absence of the assigned Account Manager.
 - Stay aware of client activities to provide backup when Account Manager is unavailable.
 - Assist in mailings, processing final copy, agendas, conference reports, proposals, correspondence and other materials.
 - Listen to and understand client needs in order to deliver high quality suggestions and service.
 - Monitor media leads and follow trending topics.
 - Research to support projects.



Your Competencies:

- **Analytical:** Makes decisions based on logic and reason, has the ability to interpret data and use it to evaluate and adjust client campaigns.
- **Creative:** Brings innovation and a fresh perspective to projects, with the ability to work within client timeline and budget while integrating original ideas and strategies.
- **Detail-Oriented:** Organized and thorough in their work, communications and activities, with strong time management skills.
- **Prioritization:** Ability to effectively prioritize tasks as well as learning and adapting to the agency's needs of priority and efficiency.
- **Motivated:** Strong desire to make a difference for clients and impact their business. Has an appetite for learning new skills and strengthening current skills. Eager to join a team of driven and passionate professionals.
- **Social Savvy:** Monitors and participates in social networking sites, maintaining a professional presence to positively represent self and agency.
- **Team Player:** Collaborates well within a team environment and can also transition to independent work, while also seeking opportunities to support other team members.
- **Writer:** Exceptional writing skills and the capability to clearly and concisely communicate thoughts, marketing messages and stories. Uses creative and grammatically correct writing to produce powerful and effective communications.

Knowledge & Skills you will bring:

- Minimum of 1-3 years Communications & Marketing industry experience.
- Bachelor's Degree in marketing or communications, or equivalent relevant experience is required.
- Strong writing and presentation skills.
- Adept at using Microsoft Office, especially Word, Excel and PowerPoint.
- Knowledge of current social media trends and platforms, including Facebook, Twitter, Instagram and TikTok.

Working at Break the Ice Media offers a competitive benefits program which includes:

- Opportunity for flexible work schedule
- Professional development and enrichment opportunities
- Unlimited PTO (paid time off)
- Health Insurance (100% coverage of a single policy)
- Employer funded telemedicine service
- Generous parental leave program
- Cell phone stipend
- 401K program including employer match (eligible after 1 year of employment)

To apply, please submit resume and three marketing or digital content samples to Rhonda Carges at Rhonda@breaktheicemedia.com. Samples can be any of the following: digital content, social posts or other relevant representation of your work.