



JOB DESCRIPTION

MARKETING & SOCIAL MEDIA COORDINATOR

Position Summary

Baptist Health/Milestone Wellness Center, the premier fitness and wellness Club in Louisville, KY is seeking a **Marketing & Social Media Coordinator** who can manage both the creative and technical aspects of traditional marketing along with a focus on digital and other media platforms in a multi-project environment. This position also manages the content and budget related to each marketing channel as well as tracking and analyzing ROI. The successful candidate will have an outgoing, energetic and collaborative style that comes across in both verbal and written communication and combines it with a passion for fitness/wellness initiatives. Reports to the President/CEO.

Duties & Responsibilities

- Digital Marketing: Create, execute and manage marketing campaigns on paid digital channels including Google, Facebook, Yelp, Bing, Instagram, etc. within budget each month.
- Social Media Accounts: Create and schedule strategic organic posts on social media channels at least 3x/week (Facebook, Twitter, Instagram, Google+, YouTube – through management tool of Hootsuite).
- Manage content on YouTube, the Milestone website blog, Google Business page, NextDoor website, Yelp and more.
- Creative: Create videos, compile graphics and write ad copy that is used on digital advertising, social media channels, mass email promotions & communications.
- Utilize JavaScript, widgets, modules and the Hubspot platform to edit website pages, landing pages, forms, workflows, and most aspects related to the Baptist Health/Milestone Wellness Center website.
- Receive, strategize and implement promotional/creative ideas from managers and consultants.
- Manage calendar in order of priority.
- Create and send all mass emails including but not limited to: Member e-Newsletter, Staff e-Newsletter, Prospect & Alumni Promotions (3x/month), and as-needed communications.
- Attend Retention Committee, Planning meetings, Weekly Marketing meetings, etc. to promote Club activities and community outreach and to influence enrollment and retention.
- Respond timely to civilians who send messages to the Milestone Facebook page inbox, ask questions on the Google Business page, write reviews on Yelp, NextDoor, Google, etc.
- Order promotional items for membership and marketing which are used for community events, referral gifts, raffle prizes, etc.

- Conceptualize, write and/or edit, and publish monthly member and staff highlight stories for social media channels, blog, e-newsletter and lobby bulletin board.
- Create e-Books, infographics, and other documents as necessary to drive digital engagement.
- Lists: Refresh, export to excel and reformat appropriately, lists from member management software and CRM to update email distribution lists bi-weekly, update member survey email list weekly (MXM member data for Medallia); update HMR weight management email lists before sending seasonal emails, send direct mail company lists of current members and alumni before each monthly mailing, etc.
- Track lead source conversion for all digital marketing, print, mail and other channels. Analyze ROI marketing channels, make recommendations and re-allocate funds as necessary to maximize marketing dollars into membership sales. Create graphs and reports for managers to represent outcomes.
- Manage SEO for Baptist Health/Milestone Wellness Center across search platforms and optimize Milestone website content including but not limited to H1/H2 tags and alt image text on pages.

Qualifications

Education & Experience

- Bachelor's degree in Marketing, Communications or related field
- Minimum 3-5 years of digital marketing experience
- Ability to work in a collaborative environment, multitask and prioritize projects
- Advanced computer skill and proficiency in Excel including data compilation, manipulation, and graphic representation
- Proficiency in content creation programs like Illustrator, Photoshop, Canva, etc.
- Highly developed written and verbal communication skills; professionalism
- Certifications a plus (e.g. Facebook Blueprint)
- Commitment to continuous quality improvement and current trends knowledge

Benefits

- Complimentary Club membership
- Team member discounts in Café and Oasis Spa & services
- Medical, Dental, and Vision Plan
- 401(k) Retirement Plan