



Position Description: Marketing Coordinator

Company Description:

Moore & Associates, Inc. is a professional consulting firm located in Valencia, California. We work with public transportation organizations to make a difference in the communities they serve through innovative marketing, advertising, community outreach, public communications, market research, service evaluation and planning, and performance audits. We value creativity, team work, and results.

Our Marketing team creates print, broadcast, outdoor, and Internet marketing campaigns; manages social media accounts; and plans and staffs info-sharing and engagement activities on behalf of our clients. The successful candidate will support the Marketing team in the planning and execution of client assignments as well as contribute new concepts and solutions for such campaigns.

Our ideal candidate:

We are seeking someone with proven project management skills, able to demonstrate flexibility and versatility, capable of collaborating with other Marketing team members; an effective communicator with clients, project partners, and outside vendors. Preference will be given to candidates with service marketing experience.

Primary Responsibilities:

- Assist in the preparation and implementation of results-oriented Marketing Plans that achieve objectives and provide vision for clients;
- Create engaging content for use in both online and offline platforms;
- Develop copy for media releases and advertising collateral;
- Develop social media content and calendars; analyze analytics to support selections for paid advertising; engage followers;
- Create copy, coordinate publishing, maintain client themes, ideas to streamline navigation, and ensure brand consistency for client websites;
- Community event planning and staffing;
- Work with graphic designers to deliver content that meets the specifications and needs of the client (proficiency with Adobe Creative Suite preferred);
- Analyze market research data;
- Support the firm's business development activities; and
- Assist with special projects, and other duties as assigned.
- Bachelor's Degree in Marketing, Advertising, Communications, or Public Relations;
- Minimum two years of professional experience in marketing, advertising, or public communications;

- Experience with social media platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn);
- Experience with web-editing technologies (i.e., WordPress or Civic Plus), SEO, and coding a plus;
- Superb attention to detail (proof-reading, editing);
- Valid California driver license and reliable transportation;
- Bilingual OR experience in targeting minority/cultural audiences;
- Excellent writing ability and usage of grammar and punctuation;
- Strong organizational skills;
- Ability to work in a fast-paced environment where creativity must be balanced with deadlines and budgets; and
- Proficiency with Microsoft Office suite including Word, Excel, and PowerPoint.
- **Cover letter should tell your story by providing specifics of your experience and qualifications.**
- **Resume must include all education/experience for the past five years.**
- Writing samples: (1) copy written for media release and/or (2) a sample of prior marketing work you have completed in a professional environment: (i.e. marketing plan, examples of graphic design, or matrix of marketing assignments performed for a specific client that you authored).
- **Submittals will be considered in the order they are received.** Incomplete submittals will not be considered.
- **Interviews with qualified candidates will be scheduled based on application receipt date.**

Required Qualifications and Proficiencies:

- Experience with digital marketing;

This is a full-time position in our Valencia office, with occasional overnight travel throughout the west. Occasional evening and weekend assignments. Innovation and the creativity are rewarded. **To learn more about our firm visit: www.moore-associates.net.**

Starting salary range of \$46,000-\$52,000 DOQ. Company benefits include annual leave, paid holidays, healthcare, 401k, and professional development assistance.

Application Process:

All submittals will be held in confidence.

Submit a cover letter, resume, and writing samples (.pdf attachments up to 5 MB or provide URL) to transitfirm@gmail.com. Indicate **“Marketing Coordinator”** in your subject line.

Employment is conditional on pre-employment physical, drug screen, and background assessment. We are proud to be an EEO/AA employer.