



Marketing Coordinator

Based in Ridgefield, Connecticut – US

Webedia Movies Pro, the leading provider of digital solutions and services for the global cinema industry, specializes in developing innovative data, marketing and technology solutions for the entertainment industry. Our team consists of more than 150 professionals in LA, NYC, CT, Glasgow, UK and Paris, France.

Webedia Movies Pro is seeking an up-and-coming marketer with a “can-do” attitude who has a passion for digital marketing, campaign building, project coordination and making lasting contributions to a growing team.

This position is full time and is based in Ridgefield, CT.

Responsibilities

The ideal candidate will:

- Drafting monthly communications to clientele focused on new features, application updates and more
- Researching content ideas and tracking competitive messaging and campaigns
- Sourcing creative items (imagery, icons, etc.) for use in marketing content
- Reviewing cross-channel marketing content prior to dissemination
- Drafting posts and proposing content for social media accounts
- Assist with all aspects of preparation, development and proofing consumer-facing marketing materials including brochures, ad placements, etc.

- Update campaign websites: Work with marketing and digital designers to develop more visually appealing pages

Qualifications:

- Bachelor's degree in related field or equal in relevant experience Researching content ideas and tracking competitive messaging and campaigns
- 1 to 2 minimum years of marketing experience
- Proven track record of meeting and exceeding marketing goals
- Experience with marketing automation and/or email marketing software
- Detail-oriented, proactive and comfortable multi-tasking
- Excellent communication skills, both written and verbal
- Experience with Adobe Suite a plus
- Basic HTML knowledge a plus

