

Marketing Coordinator

Location: Charlotte, NC (South End)

Start: Spring 2019

Hours/Week: Full time

Job Description:

Elements Brands is looking for a dynamic Marketing Coordinator who is ready to roll up their sleeves and jump in as an immediate, impactful member of our team. This is an amazing opportunity for someone who is smart, organized, and excited to grow. As a key member of our marketing department, you will be responsible for managing most of our brands' social media channels as well as supporting our in-house creative team with your amazing Adobe Illustrator and Photoshop skills. Recently named one of Charlotte's Best Places to Work for the second year in a row, Elements Brands is located in Lower South End just around the corner from OMB. We have an informal, results-focused work environment filled with employees who thrive in our fast-paced, "drink from the fire hose" mentality. If you were our Marketing Coordinator, you would have completed the following in the past week:

- Scheduled, posted, and created social media content for each of our ten brands
- Updated graphics on wholesale collateral that will be seen by thousands of people
- Created graphics for three websites
- Helped launch four brand new products to an audience of nearly half a million people
- Utilized our branding guide to create dozens of Facebook ad graphics
- Interacted with hundreds of our customers across Instagram and Facebook
- Photoshopped products into dozens of puppy pictures for use in coordinated email campaigns
- Attended a post-acquisition happy hour with your coworkers

The Marketing Coordinator will not only own most of our social media channels, you will also function as a key support person in our department - though you will be asked to take more initiative than direction. We need someone who learns by doing and is always looking for opportunities to jump in.

The best candidates for this job will have:

- Proficiency in Adobe systems (InDesign, Illustrator, Photoshop). You know your way around the pen tool.
- Experience running unpaid social media for a business. Hootsuite (or something like it) is your BFF.
- Excellent written and verbal skills. You can articulate your points clearly and concisely.
- A knack for online systems and the ability to jump between platforms without losing focus.
- Exceptional organizational skills. We're talking color-coded-sock drawer organized.
- An eye for detail. You sweat the small stuff and value consistency.
- A curiosity about ecommerce. You are interested in the analytics behind buying and selling online.

Our brands include:

- Nurture My Body: High end, organic personal care products (everything from sunscreen to shampoo to body lotion)
- Ski Balm/Adventure Balm: Sun and windburn protection for outdoor activities
- Tropical Sands/Coral Safe: Biodegradable sunscreen products for sensitive reef environments
- Skedattle: Natural bug repellent
- KP Elements: OTC treatment for the skin condition keratosis pilaris
- Rockin' Green: Eco-Friendly detergent and cleaning supplies
- TriLASTIN: Stretch mark care products
- eb5: pharmaceutical-grade skin care products with a cult following
- Natural Dog Company: Small-batch, healing and protective products for dogs

Pay: Commensurate with experience. Paid vacation and holidays. Healthcare and 401(k) available.

About Elements Brands:

Elements Brands owns a variety of consumer products companies that started as hidden gems with loyal followings. Our team of experts amplifies their awesome attributes and untapped potential, while retaining each brand's original name and soul. Named one of Charlotte Best Places to work in 2017 & 2018 as well as a Charlotte Fast 50 Company. Learn more about each of our individual brands at ElementsBrands.com.

Application Instructions:

Please submit your resume (with GPA) via email. All submissions should be sent via email with a PDF attachment (not MS Word) to Myka@ElementsBrands.com with the subject "Marketing Coordinator Application". Any applications not submitted as PDF or without the correct subject line will not be considered.