



Riptide Car Wash Job Description

Job Title: Marketing Coordinator
Reports to: Management/Owners
Revised: 2/23/2023

Summary

Manage various marketing projects and platforms while maintaining communication with Management, Owners, and outside vendors. Responsible for creating and delivering advertisements through various sources and media

Responsibilities

- Develop marketing material and customize to local clientele
- Work within the set yearly budget given for marketing
- Create general awareness and branding for the company
- Attend both onsite and offsite events for social media photography
- Execute and analyze results of marketing campaigns and advertisements
- Research charitable organizations, negotiate with external parties and aid management in determining benefactor
- Promote topics on social media 2-3x per week
- Wear appropriate Riptide uniform at all times
- Attend all meetings pertaining to marketing and advertising
- Create mass email and App communications with customers

Communication

- Communicate regularly with management and owners
- Interface with all employees at all levels of the organization
- Present all pricing, advertisement opportunities, marketing materials to management and Owners in a timely manner

Qualifications

An individual must be able to carry out each responsibility with proficiency in order to execute this job successfully along with attending and participating in team/management meetings as required. The qualifications stated below serve as an indication of the level of expertise and aptitude needed to fulfill the position.

Education: High school diploma or equivalent (Required)
Marketing Degree (Preferred)

Experience: Previous Marketing/Advertising experience (1 year Required)

Language: Ability to read, write, speak and understand English in a manner that is effective for communication.

Skills and Abilities: *Great verbal communication, writing, editing, and proofreading skills

*Innovative mindset

*Creative photography

*Experience with graphic design

*Fluent with all social media platforms

*Strong capabilities with computer design software

Valid Driver's License Required

Disclaimer: In no way does this job description say or imply that these are the exclusive responsibilities of the employee holding this position. Subject to all relevant state and federal laws, employees may be expected to comply with additional job-related instructions and to carry out additional job-related activities as requested. Some work functions listed herein may be subject to possible adjustment in accordance with applicable state and federal legislation, and Riptide Car Wash LLC maintains the right to make modifications to the job descriptions as appropriate with or without notification to impacted employees. There is no employment contract established by this job description.