

Name: \_\_\_\_\_



The Digital Marketing Coordinator assists the Digital Marketing department by translating and integrating business and department objectives into successful digital/online marketing initiatives that create awareness and drive revenue.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Design and administer creative, sales-driven, accurate, targeted, and effective email marketing campaigns using various software tools (HTML editors, Ticketmaster tmMessenger, DreamWeaver, query-builders, Excel, tm360, etc.)
- Share ownership of the website CMS, including event creation with entails placement of images, copy, promotions and multimedia to websites as needed.
- Assist Ticketmaster Account Manager marketing functions, including marketing information on Ticketmaster.com.
- Create socially engaging posts across the Broward Center's social networks as well as monitor and listen to the engagement of the channels.
- Monitor industry and competitors' use of digital media for benchmarking purposes.
- Contribute to the digital marketing strategies.
- Work with the Digital Marketing Managers and Director to set and work towards professional development goals and actively engage in the Performance Appraisal process.

### **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

- Thorough understanding of Adobe Creative Suite, with expertise in PhotoShop, Illustrator and DreamWeaver and Microsoft Office Suite.
- Ability to apply image optimization techniques and familiarity with common file formats (pdf, gif, jpeg, tiff, eps, etc).
- Experience using HTML text, visual editors, CSS and knowledge of JavaScript.
- Knowledge of marketing concepts and strategies in the live events and performing arts industry.
- Knowledge of Ticketmaster products and services preferred.
- Able to communicate effectively at the corporate level, both verbal and written, in English.
- Able to work effectively and positively with others.
- Able to multitask, organize and prioritize while maintaining a positive attitude and communication.
- Able to work a flexible schedule including nights, weekends and holidays as events require.

### **REQUIRED EDUCATION AND EXPERIENCE**

- Associates/BA/BS: Marketing, Advertising, Computer Information Services, Management Information Services, Design preferred.

If you are interested in this opportunity, please submit your resume to:  
[digitalmarketcoordsearch@browardcenter.org](mailto:digitalmarketcoordsearch@browardcenter.org).