



## MARKETING COORDINATOR JOB DESCRIPTION

### POSITION SUMMARY

The Marketing Coordinator is responsible for daily project management and ongoing support of messaging communication strategies, including marketing and social media related to Manoa Botanicals LLC. The Marketing Coordinator maintains promotional materials, plans meeting and trade shows, and maintains websites and databases. This position reports directly to the Director of Retail and Marketing Operations.

This position is not eligible for relocation assistance; local applicants preferred.

### CORE JOB DUTIES (includes but not limited to)

#### 1. Digital Communications & Social Media

- Assists in preparing and managing and performing campaigns, content, issues and educational communications for Social Media, Newsletters, SMS, and printed material.
- Design and produce marketing materials such as flyers, texts and email blasts.
- Provide proactive and creative approach to updating marketing and promotional material.
- Coordinate promotional events including sending invites, securing venue, managing logistics, coordinating menu, and preparing marketing materials.
- Develop and implement strategic plan to grow social media audience for key demographics.
- Strengthen the brand reputation and engage our community by producing creative and compelling content through channels, such as but not limited to Facebook, Twitter, Instagram, Newsletters, Blogs, Digital Magazines, etc.
- Responsible for website and SEO management.
- Assist HR and internal customers that may want to use Social Media for recruitment purposes.
- Updates and maintains content on the company website and printed material for the dispensary.
- Monitors and prepares reports to update Director of Retail & Sales on Social Media usage statistics and metrics. Prepares marketing reports by collecting, analyzing, and summarizing sales data.
- Researches and implements new Social Media technology as necessary.
- Assist with writing, presenting, communicating and tracking social media, and media relations.

#### 2. Community and Patient Relations

- Recruit and support volunteer Ambassadors to participate in industry events, community activities and patient support.
- Organizing community relations events and activities, including coordination of promotional efforts for such initiatives.
- Organize and partner with community members to offer events geared toward building new patient relationships.
- Attend industry related events and manage event calendar.
- Manage patient outreach and educational programming.
- Seek and develop partnerships with local vendors and business partners.
- Develop resources to support patients' needs and create a patient focused database.





- Attend various programs and events for the purpose of communicating, implementing, and unifying the company's mission and vision.
- Set annual objectives and assist in the budget planning for events and activities.

### 3. Additional Duties as Required.

#### **EDUCATION AND BACKGROUND REQUIREMENTS**

- Minimum 3-5 years of marketing experience.
- Bachelor's degree in Marketing or Communications preferred.
- Experience with Adobe Creative Suite, MS Office, SEO/SEM, Web Analytics, Google Adwords.
- Minimum of 21 years of age as required by state statute.
- Must pass background check per applicable requirements set forth under state statute.

#### **CORE COMPETENCIES**

- Working knowledge of State of Hawai'i laws, regulations and rules related to medical marijuana.
- Strong written, verbal and communication skills.
- Flexibility and ability to handle multiple projects at one time.
- Advanced proficiency in social media tools, applications, and processes.
- Excellent communication, presentation and collaboration skills.
- Great organizational and time management skills.

#### **EMPLOYEE BENEFITS SUMMARY**

This is only a preview of the benefits we offer to our employees. Detailed information about eligibility, enrollment and other benefit provisions are provided upon employment. Benefits are subject to change and may be discontinued without notice.

- Medical, Drug, Vision, Dental Coverage
- PTO, Paid Holidays
- Employee Discount

Work Schedule: Varies; Monday - Friday; 7:30a-4:00p; Weekends and Holidays as needed.

Work Locations: 1308 Young Street, Honolulu, HI 96814

Job Type: Exempt, Full-time

#### **EQUAL OPPORTUNITY AND AFFIRMATIVE ACTION**

We are an equal opportunity employer and strive to provide equal employment opportunities to all applicants and staff in accordance with sound employee relation practices and federal and state laws. Noa Botanicals is also firmly committed to taking affirmative action to employ qualified individuals with disabilities, veterans with disabilities, veterans, minorities, and women, and to advance them in employment. If you are an individual with a disability and require accommodation during the application process, please contact our HR Department at 808-550-9848.





*Management reserves the right to assign other job duties as necessary. Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice. This document is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned. Ability to competently perform all the essential duties of the position, with or without reasonable accommodation, demonstrated commitment to effective customer service deliver, and the ability to work productively as a member of a team or work group are basic requirements of all positions. Submittal of an application for the position: 1. Authorizes Mānoa Botanicals LLC to share any and all information regarding previous or present employment, educational training or personal information from their records and from any other source with the Mānoa Botanicals LLC Human Resources Department only 2. Releases and waives Mānoa Botanicals LLC from any and all liability for any damage which may be claimed as a result of furnishing such information to the Human Resources Department.*

