



POSITION TITLE Marketing Coordinator
POSITION TYPE Full-Time
YEARS OF EXPERIENCE 3+
SALARY RANGE \$50,000/yr.
WORK LOCATION On-Site | Woodstock, GA
TRAVEL Minimal

ABOUT IMI

IMI Agency (Incentive Marketing, Inc.) specializes in Building Better Beverage Business™ for our Hospitality Clients through cutting edge marketing programs and promotions, interactive food & beverage merchandising and operations tools, staff training and recognition/reward programs for all channels in the Chain Hospitality industry. IMI programs create brand value and opportunities with consumers while driving food and beverage sales and profits for our Hospitality Operator clients.

POSITION OVERVIEW

This full-time position will be responsible for the support of promotional marketing initiatives and communication strategies of our organization and the clients we represent. The ideal candidate will actively provide regular, measurable and insightful analysis of available marketing information and data across social media and traditional platforms. A strong grasp of strategic brainstorming techniques and an ability to contribute to sound tactical and creative approaches that help boil a concept down to a clear and actionable “Big-Idea” are key. We are seeking someone capable of communicating clearly and effectively with stakeholders, at all levels, regarding marketing executions. This opportunity will be based on-site, as part of a small, but dynamic creative team. The Marketing Coordinator will work closely with the Creative Services Manager and Creative Director in support of multiple national, on-premise accounts.

RESPONSIBILITIES

- Function as subject matter expert and evangelist for driving relevant initiatives and issues surrounding promotion development and effective use and integration of social media and other marketing data.
- Help leverage creative to connect the dots between marketing strategies, client objectives and the end consumer.
- Manage tools and platforms to provide analysis and uncover opportunities for community development, promotional support, industry trends and understanding of the competitive landscape.
- Detail-oriented, self-motivated and self-sufficient. Candidate should be able to perform at a high level without constant supervision and guidance.
- Strong command of professional, yet engaging written, verbal, and interpersonal communication.
- Strategic thinking and strategy development.

QUALIFICATIONS

A T L A N T A
1196 Buckhead Crossing
Woodstock, GA 30189
770.928.1980

C H I C A G O
333 East Lake Street, Suite 135
Bloomington, IL 60108
630.351.1967



An accredited degree in digital marketing or related field with a minimum of three years' experience in a similar marketing role. Actively working towards a CIM or other recognized qualification.

Our candidate will be a proficient communicator across digital media channels and platforms. Familiar with MS-Office suite as well as tools used in the scheduling, design, development, monitoring and analysis of digital marketing and social media content. A demonstrated command of written English and copy accuracy. Seeking candidates with a healthy appreciation for both chain hospitality and alcohol beverage industries.

No agency contact please.

SUBMISSION

Interested candidates must submit a resume with relevant work experience.

BENEFITS

Following the successful completion of a 60-day probationary period, the candidate will be offered a competitive benefits package including, but not limited to, a full-range of health care benefits, paid time off, and 401K.

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