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**JOB TITLE:** MARKETING COORDINATOR  
**DEPARTMENT:** MARKETING & COMMUNICATIONS  
**REPORTS TO:** MARKETING & COMMUNICATIONS MANAGER  
**CLASSIFICATION:** EXEMPT  
**LOCATION:** DALLAS, TEXAS

*Position will be primarily responsible for coordinating and implementing marketing communication projects. The position will organize events and will assist in developing and maintaining corporate marketing materials. Marketing Coordinator will actively participate in creating brand awareness through all channels including advertising and social media.*

### WHO YOU ARE

As a Marketing Coordinator, you are a part of the marketing and communications team and have a passion for brand integrity. You enjoy wearing multiple hats and are eager to tackle any request that comes through the pipeline. Being well rounded, you embrace both the technical and creative aspects of marketing. You enjoy interfacing with internal stakeholders to understand their needs and also have the skill to effectively provide a thoughtful, timely solution. Marketing channels are vast and you have solid foundation in them all. Full of initiative, you are a self-starter. You are a team player but can take an idea and run with it with little supervision. You quickly gain trust and respect in order to establish and maintain relationships.

To you, the details matter. Instead of merely completing a task, you are about challenging the status quo and offer insight on ways to improve processes. Punctuality in both work and attendance is one of your top objectives.

#### *Essential duties and responsibilities*

#### YOU ARE EXCELLENT AT:

- Coordinating day to day marketing tasks and leading marketing projects as requested
- Supporting the production of branded items such as stationery and giveaways
- Managing events and conferences
- Assisting with the development and maintenance of promotional materials – photography, brochures, digital media (website, social media, email marketing, video) direct mail, etc.
- Coordinating the social media strategy and ensuring it aligns with our brand
- Staying up to date with advances in social media and the latest social media platforms
- Utilizing strong writing skills to develop marketing materials, including case studies, print materials, articles, web content and presentations
- Safeguarding brand tone, look and feel
- Tracking competitor activity and marketing industry trends
- Assisting with the ongoing development and maintenance of our CRM database as it pertains to marketing and communications
- Developing content in line with brand and product lines

#### *Competencies and qualifications*

#### YOU HAVE:

- A Bachelor's degree in marketing, communications, business or related field
- 3-5 years of experience in marketing and communications
- Strong copywriting and editing skills
- Computer proficiency in Microsoft Office and Adobe Creative Suite

- Experience working with CRM systems specifically Salesforce
- A strong understanding of digital marketing and search engine optimization
- Working knowledge of the business development process and how marketing influences the process

*HighGround has a professional, open office environment*

#### MARKETING COORDINATOR WORKING CONDITIONS:

- Routinely uses standard office equipment such as computers, phones, multi-functional copiers and filing cabinets
- Usually sits to complete job functions, but may walk or stand for brief periods of time (access to sit-to-stand desks for optimal flexibility is provided)
- Must be able to lift up to 35 pounds
- Is required to have close vision, distance vision and the ability to adjust focus
- Is required to have the ability to lift files, open filing cabinets and bending or standing on a stool as necessary
- Is required to work onsite and has little to no expected travel

*The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. Employees holding this position will be required to perform any other duties as requested by management, from time to time in its sole discretion. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.*

#### WHO WE ARE

*Our vision is to Protect, Strengthen and Grow our nonprofit clients.* We believe there is no pursuit more important than this; because we believe the work we do now and in the future will not only shape our lives, but will empower the many organizations that truly transform lives. This vision forms an authentic pathway to our mission—to be an innovative and vigilant caretaker of the funds and assets entrusted to us by the nonprofits and generous individuals we serve through effective asset management, planned giving strategies and account administration. It is the outcome we work towards together—to have a greater impact on the world and on individual lives. It is the outcome that allows us to be a part of something bigger, something greater than ourselves. We hope you will decide to join us on this incredible journey.

HighGround is committed to our brand promise and our core values. As such, we hope and expect that you will strive to keep our clients at the center of everything you do, be honest, remain professional at all times, exhibit humility and think outside of the box like our founders did, who were pioneering and visionary when our journey began in 1930.

HighGround offers a comprehensive benefits package that includes a progressive medical plan, dental, disability benefits, retirement plan and more but don't take our word for it, have a look at what other HighGrounders are saying and learn more about our benefits here:

[www.highgroundadvisors.org/about#careers](http://www.highgroundadvisors.org/about#careers).

*If you are interested in becoming a part of the HighGround team please email your resume and cover letter to: [HR@highgroundadvisors.org](mailto:HR@highgroundadvisors.org).*