

JOB POSTING ANNOUNCEMENT

JOB TITLE: Digital Marketing Coordinator

DEPARTMENT: Marketing

TYPE: Non-Exempt (Hourly)

IMMEDIATE SUPERVISOR: Digital Marketing Manager

Who We Are:

100,000 members strong, the Professional Beauty Association (PBA) exists to elevate, unite and serve the beauty industry and the professionals who improve people's lives. PBA is a community led non-profit membership organization with members and a Board of Directors representing licensed professionals, salons, manufacturers, distributors, schools and students. PBA advances the professional beauty industry by providing our members with access to education and training to advance their careers and businesses. We are connected to key industry and government influencers to protect our members' professional rights. PBA also produces industry leading events such as Cosmoprof North America (CPNA) and the International Salon and Spa Expo (ISSE).

PBA is a stable, growing organization that provides a family oriented and collaborative team environment. PBA headquarters is conveniently located in North Scottsdale with easy access to major freeways.

Position Summary:

PBA is seeking a Digital Marketing Coordinator join the marketing team. The Digital Marketing Coordinator will oversee the day-to-day operations of digital channels, engage with members and prospective members, coordinate with agencies, manage digital projects through the marketing team, and recommend ways to grow the PBA brand in the digital space.

Core Responsibilities:

- Work with agencies and marketing team to manage social media channels; posting, calendar management, day-to-day engagement and listening – to grow brand equity, membership, and event attendance
- Work with the PBA brand team to develop messaging that resonates with our creative audience
- Be the digital voice of PBA membership; develop a deep understanding of membership, reasons to join, and rich member benefits
- Oversee email marketing program; project management, routing, approvals, list segmentation and deployment
- Operate as the central hub for website and app content and updates; oversee updates, launches, promotions and manage changes
- Develop digital dashboard, tracking, and recommend ways to improve
- Other duties as assigned

Qualifications, Knowledge, Expertise:

- A degree or equivalent qualification in Marketing, Communications, or a related field
- 3+ years digital marketing experience
- Strong understanding and passion for digital marketing (social media, web, SEO, content management, apps, email marketing, emerging technologies)
- Exceptional written and verbal communication skills
- Service focused and membership driven; works well with members, collaborative with internal teams
- Organizational skills and the ability to manage multiple projects in a fast-paced environment
- Strong thinking and problem-solving skills
- Ability to handle multiple priorities at a high capacity
- Beauty industry experience a plus

Personality Profile

- Enjoys building relationships and serving members
- Self-directed and motivated
- Flexible and adaptive
- Strong work ethic and intellectually curious
- Beauty sensibility

Benefits Package:

PBA offers a comprehensive benefits package including competitive base salary, annual incentive bonus, health, dental, vision, disability, group life & AD&D insurance coverage, ten paid holidays, paid time off starting at 12 days per year, paid maternity/paternity leave, and a 401k retirement plan with an employer paid match up to 3% of wages.

PBA is an equal opportunity employer. For consideration, please email resume and salary expectations to PBA Digital Marketing Manager, Sheri Rearick at sheri@probeauty.org. If you are out of the country, a recruiter, looking to do subcontracting, or have your own company, please do not respond to this post. Relocation assistance is not available. While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.