



Marketing Content Coordinator

The Forge: Lemont Quarries

Contact Name: Brad Donati

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Closing Date: 2022-06-04

Salary: \$45,000 - \$55,000

Description:

The Forge: Lemont Quarries is looking for a Marketing Content Coordinator to join the Marketing and Community Team. We are seeking a collaborative team member who has a passion for marketing and capturing creative content. The Marketing Content Coordinator will work closely with the Marketing & Community Director to ensure the successful execution of marketing efforts.

The ideal candidate will be a creative thinker with strong strategic and analytical skills, and a robust understanding of brand strategy. They will be highly organized and energetic, with the ability to work independently. They will have a growth mindset and an enthusiasm for working in a fast-paced environment.

PRIMARY JOB RESPONSIBILITIES

Oversee day-to-day management of all digital platforms, including content creation, organization, scheduling, and engagement.

Analyze and track campaign performance to understand the behaviors of our ICPs.

Capture in-park content, including videos and images, to use throughout the park's integrated marketing campaign.

Administration of in-park marketing campaigns including upsell opportunities, customer retention programs, and signage.

Coordinate partnerships with other like-minded organizations and influencers to help grow our social reach.

Provide relationship management support with third-party marketing teams.

Support with community efforts, including off-site event activations

Remain informed of marketing trends and find new opportunities to optimize marketing efforts to grow and retain our customer base with an emphasis on diversification.

Marketing project management including timelines, schedules and task lists for campaigns and initiatives.

Other duties as assigned to support the Exhilarate, Entertainment, and Education departments

SKILLS & REQUIREMENTS:

BA/BS or relevant experience.

Minimum of two years of professional experience in marketing

Super-freakin-awesome communication skills. Seriously, you must possess the ability to communicate clearly and concisely, both orally and in writing

Experience in either Adobe Creative Suite or similar software preferred

Artistic eye for imagery and videos

This position is a hybrid position (remote & on-site)

Ability to work weekend and evening hours

You need to be well-versed in modern computing platforms and be proficient in using Google Suite and Microsoft Office. Experience with Hubspot is a plus.

To apply, please submit your resume and cover letter to Brad Donati at brad@theforgeparks.com

A WORD OR TWO ABOUT OUR CULTURE

The Forge: Lemont Quarries is the premier destination for authentic outdoor recreation in Chicagoland. Our vision is to exhilarate, entertain, and educate our guests while holding ourselves to keeping our promises to restore and preserve the natural environment of our park, to deliver innovative and one-of-a-kind recreational experiences, to provide engagement through state-of-the-art facilities, and to foster a communal commitment to mental and physical well-being.

Our park is a unique public/private social enterprise that provides engaging recreational activities for adventurers of all kinds. From ropes courses, ziplines, and rock-climbing towers, to running, mountain biking, and hiking trails, our parks seek to provide a community-focused, authentic outdoor experience for urban and suburban areas.

Our team and our patrons are deeply dedicated to the promotion of an active, outdoor lifestyle. Our park is designed and purpose-built to engage all levels of participants through activity passes, instruction, food & beverage programming as well as its festivals, races, and other outdoor events.

We are an open, inclusive workplace and welcome applicants who bring along with them diverse life experiences, including every permutation of economic and cultural backgrounds, orientation, ethnicity, and world views.