



Cow Creek Government Office

Marketing Coordinator

Job Code: 1074
Department: Administration
Location: Roseburg, OR.
Minimum Hourly: \$24.00

POSITION PURPOSE:

As the Marketing Coordinator you will help coordinate various marketing campaigns, initiatives, and activities to promote the Tribe and businesses. Duties will include developing, implementing, tracking, optimizing marketing campaigns, and adapting existing marketing elements/plans to serve different audiences. Key responsibilities include content creation, managing social media, organizing events, campaign management, conducting research, analyzing data, and maintaining promotional materials.

POSITION DUTIES:

- Develop and implement marketing campaigns to promote tribal functions and initiatives.
- Create and manage content for social media platforms, ensuring it aligns with strategic goals.
- Coordinate and assist in organizing events and campaigns related to government relations activities.
- Write, edit, proof, and prepare content for government relations, tribal outreach, and internal departments.
- Proactively engage and collaborate with internal departments to gather content and meet departmental communication and marketing needs.
- Monitor and analyze the performance of marketing campaigns, providing regular reports and recommendations for improvement.
- Maintain relationships internally and externally to ensure collaboration.

QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, Public Relations, or related field preferred.
- Minimum of 2 years of experience in Marketing or Communications, preferably within the government or nonprofit sector.
- Strong written and verbal communication skills, with a focus on clarity.

- Proficiency in social media management and content creation tools.
- Excellent organizational and project management skills, as well as attention to detail, to handle multiple initiatives simultaneously.
- Ability to work collaboratively with cross-functional teams and external partners.
- Familiarity with data analysis tools and techniques to evaluate marketing effectiveness.
- Must have experience and be comfortable with public speaking.
- Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines.
- High level of creativity a must.
- Occasional travel may be required.
- Current Oregon Driver's License with the ability to qualify for the Cow Creek Government Office's Drivers Program.
- Must maintain a neat, clean and well-groomed appearance at all times (specific standards available)