

# FUTUREPROOF

**Position: Marketing Coordinator**

**Location: Remote**

**Type: Full-Time**

## **JOB SUMMARY**

Join the award-winning Future Proof team and play an important role in shaping our brand presence across digital and physical platforms. As a Marketing Coordinator, you will support the development and execution of Future Proof's marketing efforts, including but not limited to managing social media accounts, coordinating email campaigns, advertising, influencers and partnerships, content distribution and customer support. This role requires an energetic, positive, enthusiastic individual with a passion for marketing who can manage multiple tasks effectively in a remote setting. At Future Proof, we are forward-thinking and bold, creating dynamic experiences for thousands of professionals and investors. This is your chance to leave a mark on an industry, helping to engage and expand our vibrant community.

## **KEY AREAS OF RESPONSIBILITY:**

### **SOCIAL MEDIA MANAGEMENT**

- Collaborate with the marketing team to develop a social media and email campaign strategy, including an annual content calendar that drives brand engagement and growth.
- Create, schedule, and publish engaging posts across LinkedIn, X, and Instagram.
- Engage with the community by responding to comments, DMs, and mentions to actively manage and grow the online community.

### **CONTENT DEVELOPMENT AND DISTRIBUTION**

- Prepare and deploy email campaigns for Future Proof's events, ensuring communications align with the campaign's goals.
- Publish editorial content on the Future Proof website, maintaining consistency with the brand's voice and messaging.
- Support all partnerships and collaborate with cross-functional teams on key marketing projects.
- Maintain brand standards across all communication channels and marketing materials.
- Provide a world-class brand experience with every interaction.

### **PROJECT MANAGEMENT & REPORTING**

- Track social media and email campaign performance, reviewing trends and metrics to gauge effectiveness.

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- Compile reports on key marketing KPIs to share insights with the Director of Marketing.
- Provide recommendations to optimize social media, email, and content strategies based on performance data.

## WHAT YOU BRING

- Bachelor's degree in Marketing
- 1-2 years of experience in a marketing or communications role, with a strong interest in social media management and content marketing.
- Familiarity with major social media platforms (LinkedIn, X, Instagram) and social media management tools.
- Strong written and verbal communication skills with attention to detail.
- Excellent organizational and time-management skills.
- Familiarity with CRM tools (e.g., HubSpot) and Google Analytics
- Ability to manage multiple tasks effectively in a fast-paced, remote environment.
- Proficiency in Google Workspace (e.g., Docs, Sheets, Drive)

## WHAT WE OFFER

- Competitive salary and benefits package, including generous paid time off, health benefits, and a 401k after 6 months.
- Professional growth and development opportunities.
- Fully remote work environment with travel opportunities to Future Proof events and employee gatherings throughout the year.

## HOW TO APPLY:

Please submit your resume and a brief cover letter detailing your interest and suitability for the role through our application form, [linked here](#). We're excited to hear how you can contribute to our team at Future Proof!