



## **MARKETING COORDINATOR**

### **Job Description**

## **COLORADO NATIONAL GUARD**

Join Tridant Solutions' fast-growing team at The Colorado Army National Guard (COARNG) Family Program. We provide support to Families and Service Members before, during, and after a deployment.

- Objective:  
Provide support to Colorado Army National Guard (COARNG) Families and Service Members before, during, and after a deployment.
  
- Develop Marketing Strategy; Plan and Implement Marketing Strategies:
  - Provide Family Programs with input on the marketing strategies for the COARNG. Analyze market segments to place resources in best possible locations. Marketing strategies shall increase the overall visibility of all social networking pages.
  - Conduct market research to identify vendors who can be used to aggressively brand the COARNG. Provide findings to the Family Program Office Point of Contact (POC) as to marketing packages and available options.
  - Provide input to Family programs on the budget execution plan for effectiveness of the advertising programs and marketing initiatives based on market research conducted.
  - Provide liaison services between Family Program, Child and Youth Services, and Yellow Ribbon Program.
  - Provide quarterly reports, presentations, briefings, and ideas that capitalize on new and emerging growth and recruiting opportunities for the COARNG.
  - Support and facilitate the implementation and progress of company marketing plans.
  - Aid in developing key indicators for monitoring marketing goals. These will become the foundation for short and long range planning and how to make the Marketing Plan operational within the COARNG.
  - Implement a process that effectively and efficiently tracks and reports the status of the key indicators and that measures progress toward the established goals.
  - Prepare Marketing and Advertising plan reports, graphs, charts; manage databases, and reports; and maintain records depicting current and future Marketing and Advertising planning goals/objectives, quarterly.
  - Create and employ custom graphic design elements to be used on all social media accounts that the COARNG manages.
  - Website shall be maintained and updated weekly.



- Coordinate Community Outreach Programs and Strategic Liaison:
  - Coordinate with local community outreach programs to strategize state-level marketing plans to support strength maintenance efforts. Develop communication plans as appropriate to include publication of executive summaries and operations orders.
  - Coordinate on day-to-day operations, to include quality control of collateral materials cooperative interaction with production recruiters.
  - Develop strong relationships and collaborate with strategic partners. Serve as liaison between battalion and civilian centers of influence in developing partnerships to enhance the strength of Family readiness.
- Conduct Program Analysis and Maintain Production Results:
  - Coordinate with Family Program staff to obtain feedback on advertising and marketing programs from field NCOICs and RRNCOs. Solicitation of this information is through the development of After Action Reviews.
  - Collect and analyze market evaluation data derived from official databases and various published studies and reports to analyze market trends to use as a basis for proposing future advertising and marketing strategies and tactics.
  - Evaluate COARNG program performance against stated goals by compiling and organizing data and providing trend analysis.
  - Analyze return on investment (ROI) from all COARNG marketing and advertising programs, including internet, print, and media programs, to determine which marketing avenues have been the most fruitful for the COARNG. Report is updated monthly.
  - Provide evaluation and input on production to the office of Family Program Director through open verbal communication and written reports, quarterly.
- Recruiting Event Support and Coordinating with Outside Agencies:
  - Identify conferences and events inside the state to support Family Readiness goals and coordinate COARNG presence at these venues. This shall include identifying appropriate staffing needs and display items (signage, literature, and giveaways). Coordinate COARNG presence at conferences and events to support Family Readiness goals, including staffing and display items. COARNG is represented at least once per month.
  - Provide the Family Program Office reports on possible options for state-specific literature and promotional items in support of state-level events to complement other advertising and marketing events to generate leads.
  - Develop and build partnerships with NGB, various media organizations, and centers of influence to maximize COARNG advertising and marketing efforts.
  - Attend conferences and seminars that facilitate communication flow and support personal/professional development requirements (travel CLIN provided to support this requirement).
- Develop and Manage Advertising Programs and Promotional Support:



- Implement Government approved plan and execute advertising programs that support all special events.
  - Explore new methods to more effectively and efficiently use COARNG resources while improving recruiting, marketing, and advertising events.
  - Develop and implement advertising and marketing programs and partnerships that support the mission of the Family Programs Office. This may include development and design of custom artwork to brand the COARNG message for government review and approval.
  - Manage projects from pre-press stages through to actual print and distribution.
  - Write press releases, for government review and approval, of media distribution in relation to COARNG Family Program achievements.
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- Tridant offers competitive salary, benefits, and 10 holidays per year.
  - Schedule Tuesday-Friday (10hr days)
  - Salary \$46k-\$52k DOE
  - Must be able to pass NAC/background check.