



## Community Marketing Coordinator Job Description

Resonate Recordings is more than a podcast production company; we are a collective of audio professionals and branding creatives who are motivated to make podcasting easy for our clients. We are trained and educated to use innovative technology to help create a quality podcast that represents our client's unique creative expression so it will resonate with their listeners. Since 2014 we have been committed to building something bigger than a podcast production company. We've accomplished this by bringing together an amazing team of audio engineers and branding creatives, allowing our client's instant access to the most talented and competent podcasting partner in this industry.

**Summary:** As a fast-growing company, we are looking to add a full-time Community Marketing Coordinator to our team who understands our vision and who is eager to grow with our team. The ideal candidate must exhibit a willingness to learn and adhere to our standards of quality as well as efficiency. This position reports directly to the Chief Executive Officer and will manage the Resonate community and work with the Resonate marketing team to develop content and manage our social media presence. Because it is our desire to be the best podcast production company, we are looking to add team members who are passionate about superior customer experiences and who are hungry to help us achieve this goal.

### **Position Features:**

- This is a full-time role with an anticipated workload of 40-50 hours weekly with a somewhat flexible schedule.
- This position will offer a base salary with an opportunity for benefits after a 90 day initial window.
- This position offers the ability to work remotely from anywhere in the U.S. with the occasional in-person meeting at our home office in Louisville, KY, including monthly travel to our office.

### **Qualifications:**

- Driven, self-starter with a focused mentality; competitive; achiever mindset **required**
- Ability to communicate clearly **required**
- Teachable and a willingness to learn from others **required**
- Thorough understanding of social media platforms, campaign creation and analysis **required**
- Attention to detail with strong grammatical skills **required**

- Strong written communication *required*
- Comfortability with being on camera *required*
- Design experience with Adobe Creative cloud *preferred*
- Podcast marketing strategies and analysis experience *preferred*
- Basic wordpress web development experience *preferred*

#### **Goals:**

- Build brand awareness by developing our community marketing, managing our affiliate program, and developing our social media strategy with the goal of making podcasting easier for our clients, accomplished through our videos, marketing resources, social content, and all marketing efforts.
- Maintain the highest level of personal work quality

#### **Primary Responsibilities**

- Community Management - Lead community building initiatives among the Resonate community and clients. Build and grow our Facebook groups, Clubhouse events, and explore unique ways to partner with and promote our clients.
- Affiliate Program Success Management - Work with Resonate team to grow Resonate Rewards program by ensuring Resonate affiliate's and Refer a Friend participants are set up for success.
- Social Media Management - Work with the marketing team to plan and execute a social media calendar. Grow engagement among all social channels via posts
- Video Personality - Support Chief Production Officer in developing and executing monthly video content for Resonate YouTube channel (If not local to Louisville, KY must be willing to travel to Louisville 1x a month for video shoots. Travel expenses will be covered by Resonate)
- Design - Create illustrations for website landing pages, blog posts and social media, as well as creating and editing PDFs and slide decks for our team
- Client Website Management - Coordinate client website builds, manage monthly plugin updates on all sites, resolve one-time website issues, post content, record tutorial videos, maintain communication between developers and clients.
- Digital Marketing Research and Professional Development - Work with the Product Marketing Manager to become an expert in podcast marketing by research, studying data, trends, and tactics to help clients grow their podcasts.
- Marketing Admin - Be the lead member for general copywriting, creative work with video marketing, tracking and analytics, scheduling Mailchimp campaigns, additional miscellaneous tasks from CEO, CPO, and National Sales Director. Plan, write, schedule, and grow Podcast Pro Weekly newsletter.

## **Other Responsibilities**

- Advanced Marketing Consultation Support - Support the Product Marketing Manager in leading 1:1 marketing consultation calls with our clients. These calls include a Q&A time, a slide deck on podcast marketing strategies, an 8-part audit for pre-existing podcasts, and a follow up email with next steps.
- Content Creation - Support Product Marketing Manager in scheduling and coordinating our Content Calendar, researching post topics and issues, writing blog briefs for other team members, and writing blogs.
- Posting content - Posting content to client websites, YouTube channels, and occasionally social media accounts.
- Internal Production Work - Support Product Marketing Manager, with internal Resonate production work such as editing SOPs, recording tutorial videos for team members and clients, creating Google forms, improving production workflows and processes, especially in relation to social content.

To apply, please submit your information using this form:

<https://forms.gle/kwXhEp5oGK2VtY5Y9>

Additional questions can be sent via email to [hr@resonaterecordings.com](mailto:hr@resonaterecordings.com)