

Job Title: Marketing and Design Coordinator
Department: Marketing
Reports to: Director of Marketing and Communications

Fripp Island Golf & Beach Resort seeks an energetic team player to join our Marketing Team. This full time position This position is responsible for assisting with design tasks and marketing needs, including creating and editing digital and print media, keeping the Resort website up to date, and photography. Must be able to interpret written or spoken ideas and concepts into compelling graphics and materials that align with the Fripp Island Resort brand identity. This position reports directly to the Director of Marketing and Communications. The ideal candidate has excellent communication skills, is detail-oriented, and can multi-task efficiently to keep up with a fast-paced environment.

This position requires knowledge of Adobe Creative Suite, willingness to work an occasionally flexible schedule, and a portfolio of proven design work. Bachelor's degree in Graphic Design, Marketing, Communications, or related field preferred. Valid driver's license, criminal background check, and drug screening required.

At Fripp Island Golf & Beach Resort, we're committed to sharing the simple, seaside, serenity of this special island with our guests and members. We believe that it takes passionate people to bring our vision to life. Full time position benefits include health, dental, 401(k) and paid time off. Employees at Fripp Island Resort can enjoy Resort amenities and special discounts. No phone calls please, apply at <https://frippislandresort.com/careers/> or email resume to hr@frippislandresort.com.

Job Duties:

Work with the Director of Marketing to create and implement a digital email and marketing strategy and assist in monitoring analytics and web insights to measure their success. Develop weekly analytics report for marketing department use.

Assist in creating and distributing engaging written or graphic content in the form of e-newsletters, print advertisements, marketing materials, printed calendars and flyers, web page content, and social media messages.

Design, create, and manage promotions and social ad campaigns, being sure to integrate with company's overall marketing campaign plan and channels.

Photograph resort/club events (some nights and weekends) and rental homes.

Performs additional duties as necessary.

Attributes:

- Skilled writer
- Team player
- Willingness to work an occasionally flexible schedule
- Creativity and Imagination
- Strong sense of design
- Strong attention to detail
- Good organization and planning skills
- Computer software skills

- Ability to meet deadlines

Applications/Software currently in use:

- Adobe Creative Cloud
- Google Analytics
- Hootsuite
- Wordpress and web design systems
- NAVIS/Revinat
- Barefoot
- Social media (Facebook, Twitter, Instagram, Tiktok)
- Dropbox
- Cartstack
- PointCentral
- Microsoft Office Suite
- Mac Environment

Please submit a portfolio which includes examples of each of the following:

- Advertisement—written, radio, television, billboard, social media, etc.
- Newsletter—either internal or external
- Marketing Campaign—a campaign you developed or helped develop

Preferred education and experience: Bachelor's degree in Graphic Design, Marketing, Communications, or related field. Knowledge of Adobe Creative Cloud required. At least two years' experience in marketing or design required. Hospitality experience a plus.