

# TAYLOR DUKES WELLNESS

## MARKETING COORDINATOR

Take the first step toward your dream career! At Taylor Dukes Wellness, we believe in stewarding our God-given abilities to serve others. Each team member brings something unique and valuable to the table, and we're grateful for your desire to join us.

The Marketing Coordinator will have the opportunity to make a significant impact as we grow Taylor Dukes Wellness into a mainstay and trusted brand in the supplement and healthcare industry. This role is integral for the success of TDW both for now and in the future.

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### ABOUT THE OPPORTUNITY

As the Marketing Coordinator, you will be responsible for developing, coordinating, and executing marketing campaigns. You will coordinate and organize marketing activities to ensure the smooth and successful execution of marketing plans, including online and offline advertising, email marketing, social media promotions, partnerships, and events. You will ensure that marketing campaigns are well-organized, on track, and aligned with the overall marketing strategy of the company.

This role is a remote employment opportunity with the preferred schedule being from Monday - Friday from 9 am - 5 pm CST.

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### SOME OF YOUR CONTRIBUTIONS WILL INCLUDE

- Assist in managing digital marketing efforts, such as SEO (Search Engine Optimization) and SEM (Search Engine Marketing).
- Manage affiliates, partnerships/collaborations, podcasts, and press.
- Social Media Advertising
- Discover new partnerships and affiliates that complement and add value to existing platforms and partnerships.
- Oversee content calendar for social media.
- Conduct research on industry trends, competitors, customer preferences, and market opportunities to support marketing strategies.
- Help plan and organize promotional events, community events, and other marketing-related activities.

- Ensure consistency in brand messaging and communications across various marketing materials and channels.
  - Continue building TDW brand awareness in the community.
  - Collaborate with internal teams, external vendors, and partners to facilitate marketing initiatives.
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## WHAT YOU'VE DONE

- Minimum of 2-3 years of working in marketing or advertising preferably in the health and wellness industry.
  - Hands-on experience in developing campaigns and promotions.
  - Proven success in working in a team environment.
  - Exceptional communication and presentation skills.
  - Proven ability to meet deadlines and budgetary guidelines.
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## WHO YOU ARE

- A person with passion, integrity, and high character.
  - A person who is passionate about marketing and social media.
  - A team player who works well with others while staying focused on tasks at hand.
  - A person with a genuine interest in living a clean and healthy lifestyle as well as the desire to educate and empower others to do so.
  - Teachable, highly self-motivated, and innovative.
  - Kind, patient, compassionate, and enjoys helping others.
  - Excellent interpersonal skills shown in both verbal and written communication.
  - A person of wisdom and discernment with a strong sense of time management/prioritization.
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## BENEFITS/WORK AUTHORIZATION

- Salary is commensurate with experience and qualifications.
  - Opportunity for promotion and growth within the company.
  - Applicants for employment in the United States must have work authorization that does not require sponsorship of a visa for employment authorization.
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## WHO WE ARE

We believe that each of us has the power to make a positive impact within our communities by improving the health, lives, and vitality of our customers. We believe that passion leads to success and that the best work is done on a team. Therefore, we put our team members at the center of everything we do.

If you're looking for an opportunity to grow your career with some of the best and most advanced minds in the health and wellness industry, we're looking for you!

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## WHAT WE OFFER

- A strong company culture that values teamwork, passion, integrity, and winning together.
  - A work environment that has the opportunity for career growth and skill development.
  - An educated and devoted team whose passions and positivity radiate through everything we do.
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## ABOUT THE TDW FLEXIBLE + HYBRID WORK CULTURE

At Taylor Dukes Wellness, we believe our best work is done when flexibility is offered. We know that freedom and flexibility are crucial for all of our employees regardless of location. Our flexible and hybrid work style allows team members the freedom to be innovative while also living balanced and fulfilling personal lives.

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## COMPANY POLICIES

Taylor Dukes Wellness is an inclusive workplace that respects and celebrates the dignity of all people. We honor everyone's unique strengths and celebrate everyone's individuality. We value those from all different walks of life. We embrace diversity, as we believe it leads to growth, innovation and ultimately a more successful business. Taylor Dukes Wellness is committed to the principle of providing employees with a work environment free of discrimination and harassment. It is the policy of the company to provide equal employment opportunities for all applicants and employees. The company does not unlawfully discriminate on the basis of race, color, religion, creed, sex, gender, gender identity, gender expression, national origin, age, disability, genetic information, ancestry, medical condition, marital status, covered veteran status, citizenship status, sexual orientation or any other protected status. This policy applies to all areas of employment including recruitment, hiring, training, job assignment, promotion, compensation, benefits, transfer, discipline, termination, social and recreational programs.

**Apply by emailing your resume to [hello@taylordukeswellness.com](mailto:hello@taylordukeswellness.com) and specify which role you are applying to in the subject line.**