



MARKETING & GRAPHIC DESIGN COORDINATOR

PARTYMAN CATERING CORE VALUES

Happiness | Respect | Teamwork | Success | Passion | Relationships

SKILLS FOR SUCCESS

- Understands and demonstrates Partyman's Core Values
- Self-motivated with strong initiative
- Organized and methodical
- Creative vision
- Interpersonal communication

JOB DESCRIPTION

This position requires a creative individual who has a passion for visual messaging and content creation. Knowledge and skills are priority only second to a fantastic personality that aligns well with the culture and values of a well-established team and company.

We are seeking someone who will contribute on a broad level as you facilitate the execution of all company marketing, advertising, and branding. This role reports to the Director of Revenue and works alongside our sales team to increase sales in specific target areas by creating and implementing marketing strategies. You will collaborate with the Director of Revenue on managing the marketing budget and determining how marketing dollars will be spent. Hospitality experience, knowledge, and the love of food are a plus. Our ideal candidate will embrace and respect the freedom to be creative and innovative while coming up with ideas and putting them into action with reasoning and methodology.

PRIMARY DUTIES & RESPONSIBILITIES

Research & Strategy

- Suggest new concepts and ideas within the organization that will assist in the operations, efficiency, and overall customer experience.
- Assist with the development of a goal-based marketing plan with a heavy emphasis on offsetting seasonality.
- Maintain a comprehensive understanding of the organization's sales process and necessary sales forecasts to assess marketing initiatives needed to drive sales and support the sales team.

- Maintain a successful tracking and reporting process to communicate results to the team.

Website & Online Presence

- Work with the existing third-party website design company to maintain and update the current website.
- Contribute to and facilitate the design and implementation of new website needs.
- Write posts and maintain the Partyman blog.
- Keep up to date on keyword and SEO techniques to optimize the Partyman website.
- Maintain company presence on all platforms and 3rd party websites.
- Monitor and respond to reviews and feedback.

Advertising & Marketing

- Research, manage, design, and produce strategic and compelling content for Partyman's marketing mix including but not be limited to blog posts, custom-designed printed marketing collateral, email marketing campaigns, and various social media platform content (Facebook, Instagram, TikTok, WeddingWire, The Knot, YouTube).
- Design and update marketing collateral such as brochures, banners, postcards, business cards, packages, menus, email blasts, website updates, and additional items as determined from meetings and outlined marketing plan.
- Manage our library of photos, ensuring albums are up to date with new/current photos.
- Manage all social media platforms and engagement through content creation, engaging with followers, and building our online presence.
- Utilize our catering software to pinpoint sales trends.
- Utilize new platforms and methods for customer reach.
- Facilitation of ongoing campaigns- hiring, graduation packages, wedding specials, etc.
- Manage press relationships and write and distribute press releases.

Collaboration

- Provide clear and consistent communication on the status of projects and campaigns.
- Assist with the creation and purchasing of staff attire for the Partyman Store.
- Assist with communications and collateral for annual Partyman events: tastings, holiday parties, etc.
- Photograph/Document events as much as possible through collaboration with others attending/working events to utilize on social platforms.
- Support the production of innovative content: styled shoots, videos, etc.

- Stay current and relevant with marketing, graphic design, and hospitality industry trends and implement new tools and knowledge.
- Assist with internal communications that advance the culture of the organization: development of forms, flyers, gift certificates, and creative printing, etc.
- Assist with Partyman's client events with idea generation, branding, and marketing.
- Manage and prioritize multiple project requests with varying deadlines using internal project management software.

OCCASIONAL OTHER DUTIES MAY INCLUDE

- Assist with occasional administrative tasks.
- Assist with event support for peak weekends.

JOB REQUIREMENTS

Education

- Bachelor's degree or equivalent experience in Marketing, Graphic Design, Business, Advertising, or a related field.

Experience

- One to two years of industry experience in marketing or a related field.
- Hospitality or food experience is a plus.

Skills

- Effective communication skills, including writing, speaking, and interpersonal communication.
- Website, analytics, and SEO management.
- Social media strategy and management.
- Graphic design.
- Photo and video production and editing experience is a plus.
- Computer skills.

Physical

- Ability to sit or stand at a desk for long periods of time.
- Ability to lift 25 pounds occasionally and independently.
- Ability to lift up to 50 pounds with another team member.

Other

- Valid Driver's license and/or reliable transportation to work.

COMPENSATION

Pay

- Negotiable and competitive based on experience, abilities, and performance.
- Hourly or salary packages available.

Benefits

- After 1 year of employment, the ability to enroll in retirement with a 3% company match.
- After 90 days of employment, 50% reimbursement of health coverage for a single plan.
- Advancement and development based on abilities.
- New employees will receive a Partyman Catering t-shirt that should be worn on event days for setup.

SCHEDULE REQUIREMENTS

- Traditional schedule will be Monday-Friday, 8-4, but may fluctuate seasonally and based on event bookings.
- Weekend, night, and occasional holiday availability will be required at times.

COMPANY CULTURE

- Monthly team building events, team lunch, and Cheers & Chill.
- Reward milestones.
- Employee scholarship.

EMPLOYEE REVIEWS

- First review to occur 30 days after employment inception.
- Thereafter, every six months during the Nov/Dec time period and July/August time period.
- Improvement plans and interventions as needed.