



Marketing Communications Coordinator / Intern

JUNE 15, 2010

LaBreche is seeking a part-time Marketing Coordinator to join their team. This position will assist the Marketing Communications Manager and other members of the account management team with the day-to-day delivery of top-notch client work.

Required skill sets:

- Minimum 1 year Marketing Communications experience
- Able to multi-task and prioritize to meet deadlines
- Possess excellent verbal and written communications skills
- Must have a degree in a relevant course of study
- Demonstrated interest in marketing communications field
- Basic copywriting and editing skills
- Specific experience in copywriting for web and marcom collateral
- Basic familiarity and experience with social media tools such as Facebook, YouTube and Twitter
- Ability to understand, interpret and analyze website analytics
- Basic understanding of SEO/SEM
- Self-starter
- Detail-oriented and well-organized
- Strong problem solver with analytical skills
- Ability to learn CMS systems

Job responsibilities:

- Basic web research and exploration to inform development of marketing plans
- Manage relationships with potential marcom partners/vendors
- Content management
- Event planning
- Manage development of signage and collateral
- Manage / update customer databases and distribute e-blasts
- Manage project timelines
- Interact with clients to deliver files and track details

If interested, please e-mail your resume, cover letter and writing sample(s) to Andrea Buzzell, abuzzell@labreche.com.