



**SALESMANSHIP CLUB**  
OF DALLAS

## Marketing Coordinator

**Reports to:** Director of Marketing

**Employment Status:** Full-Time, Non-Exempt

Founded in 1920, [Salesmanship Club of Dallas](#) is composed of more than 600 business professionals focused on philanthropy and community. Throughout the year, Club members serve on official committees, engage in volunteer activities, and raise funds for [Momentous Institute](#), the organization officially established by the club more than 35 years ago that is dedicated to innovative mental health services, education, and professional training to strengthen children, families, and communities.

The [AT&T Byron Nelson](#), an official stop on the PGA TOUR, continues to be the banner fundraising effort of the Salesmanship Club of Dallas. All proceeds from the AT&T Byron Nelson benefit Momentous Institute.

**Role:**

The Marketing Coordinator is responsible for supporting the Marketing and Communications team on all activities relating to Momentous Institute and the AT&T Byron Nelson golf tournament.

**Responsibilities:**

The job responsibilities for this position will include, but are not limited to:

- Support Marketing and Communications team through project tracking including request management, deadlines, reviews, timelines, and deliverables
- Support Digital Specialist with daily website monitoring, SEO, troubleshooting, and updates, working with external website developers as needed
- Support social media execution by maintaining social media calendar, scheduling of posts, result tracking, community engagement support, as needed
- Support email marketing efforts by drafting, scheduling, and tracking all email communications
- Manage additional feature implementation across websites (e.g., Blackbaud/Raiser's Edge donation pages, event registration pages)
- Content capture and/or creation, as requested by team
- Maintenance of Momentous Institute's Shopify store and products
- Assist with any graphic design projects, as needed
- Organize all content asset needs (video, photography)
- Marketing asset inventory tracking across all brands
- Assist with additional projects as needed

**Qualifications:**

- A bachelor's degree or higher in marketing, communications, or relevant field preferred.
- Knowledge and experience in marketing and events
- Project management experience, planning and executing projects within scope, cost and schedule
- Experience with project management software and tools
- Excellent client service/interpersonal skills, including ability to communicate clearly in person and in writing
- Flexibility to deal with unexpected projects with tight turnaround times
- Demonstrated commitment to working as part of a team including the ability to develop collaborative relationships with a wide variety of stakeholders, both in-house and external.
- Willingness to listen to feedback from others and find the best ways to incorporate diverse input

**Experience:**

- A minimum two years of relevant experience in digital marketing
- A demonstrated track record in increasing an organization's digital audience and engagement

- Proven experience managing multi-functional websites and platforms.
- Ability to identify and interpret relevant data and analytics, and to use it to drive future decision-making.

**Required skills and attributes:**

- Project management experience, planning and executing projects within scope, cost and schedule.
- Flexibility to deal with unanticipated projects that have tight turnaround times.
- Demonstrated commitment to working as part of a team including the ability to develop collaborative relationships with a wide variety of stakeholders, both in-house and externally.
- A willingness to listen to feedback from others and find the best ways to incorporate diverse and sometimes conflicting input.
- Conceptual thinking and ideating
- Proficiency in mobile video/photo production and editing, including native and emerging social formats
- Strong storyteller and copywriter
- Proficiency in using Adobe Creative Suite (including Photoshop, InDesign, Illustrated, After Effects), Premiere or Final Cut Pro and native editing tools a plus
- Animation skills a plus.
- Experience managing digital ads on Google, Facebook, and Instagram
- Google certification and HTML experience a plus.

**Desired personal qualities:**

integrity, initiative, energy, enthusiasm, flexibility, ability to receive feedback, and a sense of humor.

**Physical Demands:**

- Occasionally ascending or descending stairs
- Occasionally moving self in different positions to accomplish tasks in various environments including tight and confined spaces
- Constantly remaining in a stationary position, often standing, or sitting for prolonged periods
- Occasionally adjusting or moving objects up to 15 pounds in all directions
- Occasionally operating motor vehicles
- Occasionally assessing the accuracy, neatness and thoroughness of the work assigned

**Interested:**

Applications are currently being accepted and the position will remain open until filled. Candidates from diverse backgrounds are encouraged to apply. Please send letter of interest and resume to:

[marketing@salesmanshipclub.org](mailto:marketing@salesmanshipclub.org)

Momentous Institute maintains a policy of non-discrimination for all employees and applicants in every facet of the organization's operations. Momentous Institute hires, trains, and promotes all qualified employees without discrimination based on race, color, sex, religion, national origin, age, military status, disability, genetic information, gender identity, or sexual orientation.

All employment offers are contingent upon successful completion of a criminal background investigation, including a check of the National Sex Offender Registry.

**Policy Statement**

**No form of abuse will be tolerated, and confirmed abuse will result in immediate termination. Momentous Institute will fully cooperate with authorities if allegations of abuse are made requiring investigation.**