

PART-TIME MARKETING COORDINATOR

Forest Insurance in Forest Park, Illinois is looking for a dynamic individual to join us as a **Part-Time Marketing Coordinator**.

Responsibilities

- Campaigns: Develop and manage all promotional collateral and programs.
- Social Media: Produce engaging content for Blog; Schedule social posts from our vendor content libraries.
- Newsletter: Edit and produce print/digital newsletter 4x/year.
- Website: Oversee and regularly update digital content, optimizing for SEO.
- Events: Manage in-person marketing events.
- Customer Feedback: Manage testimonial solicitation and publication process.
- Maintain communication strategy, timeline, and adherence to deadlines.
- Referral/Customer Rewards Programs: oversee referral rewards program.
- Collateral: Develop and Maintain stock on all in-house marketing materials.
- Promotional Materials: Select and distribute promotional items for special events.
- Research and Reporting: Research ways to increase engagement and optimize content SEO; Monitor metrics on digital presence and provide regular reports to senior management.
- Company Outings: Plan and oversee all aspects of company outings.

Desired Qualifications

- Solid communication skills; experience in content development and copywriting.
- Ability to develop marketing and branding initiatives with management team.
- Client service experience; professional phone manner and work ethic.
- Social media experience with tools to manage Facebook, Instagram, LinkedIn and other social media channels.
- Email and digital marketing experience; Email campaign creation and management experience preferred.
- Experience with website management including tracking, reporting, updating pages: experience with WordPress preferred.
- Member of the Oak Park, River Forest, Forest Park communities.
- Proficiency in MS Office Suite (Word, Excel, Outlook), WordPress, and Adobe Creative Suite (InDesign, Photoshop).
- Organized with a keen eye and attention to detail.
- Comfortable working in an open-office, team-based environment.

If you meet many of these qualifications, please email your resume to Judy Shelstad at jshelstad@forestinsured.com. No phone calls please!

Forest Insurance is an award-winning, full-service independent insurance agency, specializing in the middle and upscale markets. Offering home, auto, life, business, commercial, and aviation insurance, we represent only A-rated (preferred) insurance companies, Founded in 1957 and family-owned and operated, we are the largest home & auto insurance agency in the Oak Park/River Forest/Forest Park area. We are situated along Madison Street in downtown Forest Park and feature a beautiful open concept office environment.