**GMFS Marketing Support Coordinator (Social Media/Graphic Design Focus)**

**Overview**

As a Marketing Coordinator, you will work with the home office marketing team to support the marketing needs for both our Retail and Wholesale divisions. This position will help market our brand and products by developing and implementing marketing campaigns across various mediums, assist with graphic design requests, events and sponsorships. This role will be instrumental in increasing GMFS’ social media presence and gaining visibility for our brand and sales team online.

Job Duties:

* Assist team with developing ideas for creative marketing campaigns and content for web, print and social media
* Work with our Graphic Designer to manage graphic design requests from sales team and corporate, including:
  + Designing, updating and distributing digital sales flyers and promotions for sales representatives and referral partners
* Work with our Social Media Specialist to create, post and manage content on social media sites for corporate initiatives and sales representatives
* Monitor and maintain content for digital business listings including, Google Business, Bing, Yelp and YellowPages
* Conduct market research to find answers about consumer requirements, habits and trends
* Coordinate and assist with project management of various sponsorships and local events
* Assist with internal marketing needs such as quarterly newsletter and events

Marketing Coordinator Skills and Qualifications:

* Candidates must be driven and well organized; with the ability to manage assigned tasks with minimal supervision. Marketing is a fast-paced working environment, and candidates must be able to adjust and adapt to challenges
* Candidates must have working knowledge of managing Social Media Platforms and Microsoft Office. Working knowledge of online marketing tools such as Canva, Mail Chimp, Survey Money and Buffer are a plus.
* Basic graphic design skills required. Knowledge of Adobe InDesign and Adobe Photoshop preferred.
* Additional marketing software and applications (Web analytics, Google Adwords etc.) knowledge is a plus.
* Project management and coordination skills required.
* Exceptional communication and writing skills required.

Why GMFS:

GMFS Mortgage is Louisiana's largest residential mortgage lender, established in 1999, doing business throughout the southeast with branch locations in Louisiana, Georgia, Alabama and Mississippi. The Greater Baton Rouge Business Report named GMFS Mortgage #2 Best Place to Work for 2018! GMFS Mortgage was also named a Best Places to Work in 2016 & 2017.

Flexible Scheduling – 7389 Florida Blvd. Baton Rouge, LA