Marketing Communications Specialist with Digital Emphasis – Northern Star Cooperative Services

Full-Time: M-F, 8:00am – 4:30pm

Northern Star Cooperative Services has an exciting new opportunity for a Marketing Communications Specialist who will be responsible for the development and promotion of our online brand, as well as measuring the success of our online efforts. The perfect candidate is a self-starter with a passion for and knowledge of the digital marketing world. This person should be a creative individual who will work to create interest in our products and services and driving traffic to company websites and social media pages. The right individual will work with other staff to figure out and support the company’s strategic marketing objectives.

Duties Include, But Are Not Limited To:

Promoting the products and services offered by Northern Star Cooperative

Staying current with emerging opportunities and advertising trends in the digital marketing world

Administering, tracking, and maintaining all company social media accounts (drive social engagement, community growth, traffic, and sales)

Designing, developing, and tracking online advertising campaigns to ensure advertising is consistent and cost effective

Managing the company’s WordPress website and Shopify Ecommerce site

Recommending, planning, and facilitating the creation of product content pages and landing pages

Networking with other marketing professionals to gain knowledge of effective concepts

Working with staff to understand promotions, inventory, and shipping procedures

Participating in the development and delivery of company philanthropic efforts

Skills and Experience:

Strong interpersonal skills in establishing successful working relationships both internally and externally

Strong organizational, time management, analytical, problem-solving, and notetaking skills

Must be able to work well independently and as a member of a team

Proficiency in the use of all Microsoft Office applications

Familiarity with SEO/SEM

Bachelor’s Degree preferred, but not necessary to apply