**MoJoe**

**Marketing Specialist**

MoJoe is a student run coffee business located on the first floor of the David D. Reh School of Business. MoJoe was established in 2012 and has been committed to serving the Clarkson community with fresh high quality local products. The Marketing Specialist is responsible for all marketing efforts at MoJoe such as coordinating inbound and outbound marketing activities: content development and optimization, advertising, event planning, and communication to target market. The Marketing Specialist is an integral part of the development and execution of marketing plans to reach targets from brand awareness to product promotion. It is imperative that MoJoe operates profitably, while ensuring that all company standards, policies, and procedures are adhered to. Therefore, it is expected that the Marketing Specialist is consistent in maintaining the highest standard of service and attention to detail at all times. As a student run business, the Marketing Specialist should be passionate about startups and entrepreneurship and spread awareness both on and off campus.

**Responsibilities-**

* Work on content development and optimization
* Plan and execute initiatives to reach target audience through the appropriate channels (social media, email, press release, print media etc.) in a timely manner
* Post weekly updates on social media accounts to inform target market of specials, events, and news updates on MoJoe
* Brainstorm and develop ideas for creative marketing campaigns
* Work with external vendors to execute promotional events and campaigns
* Conduct market research to find answers about consumer requirements, habits, and trends
* Collaborate with the other specialists and baristas of the MoJoe team to determine marketing demands and ways to improve ROI
* Assist in analyzing marketing data (campaign results/traffic) to help shape future marketing strategies
* Work a minimum of 3 hours or 1 shift as a barista at MoJoe each week and ensure that a professional level of customer service is maintained
* Be sure that all areas of MoJoe are clean, safe, and meeting health and safety requirements at all times
* Deal with all customer comments in a positive manner and follow up when necessary. Be sure to communicate staff and customer issues and concerns with Human Resources Specialist
* Attend weekly team meetings with necessary and appropriate updates
* Work towards daily, weekly, and monthly revenue goals to be given at the beginning of each semester
* Assist in hiring employees

**Requirements-**

* Ability to stand and walk for long periods of time
* Ability to crouch, bend, and stoop
* Ability to follow verbal and written instructions and retain information
* Requires frequent handling and moving of merchandise up to 50lbs
* Ability to maintain professionalism and composure
* Ability to be a creative problem solver when and if issues arise
* Well organized and detail oriented
* Exceptional communication and writing skills
* Commercial awareness with a creative mind
* Solid computer skills with knowledge and experience of different social media platforms

**Qualifications & Experience-**

Responsible, self-motivated individual with a positive outlook who can work well under pressure and achieve successful results. Must have strong organizational and communication skills and generate creative ideas. Needs to be able to multitask and be a team player. Work hours vary.

**Reports To: Mallory Fisher, Innovation Strategist at the Shipley Center for Innovation**