



PR & Branding Coordinator

Location

Las Vegas, NV.

Compensation

Full-time position, salary range \$32-40k based on qualifications

Job Summary

Madrivo is a rapidly growing online media firm in the affiliate marketing and lead generation space. Our company offers an unparalleled value proposition to advertisers due to our sophisticated infrastructure, technological resources, and the sheer volume of media and optimization algorithms managed in-house. This unique combination of attributes has led to explosive growth in the last year and we're looking for a fun, creative, and outgoing individual to act as PR and Branding Coordinator. This individual will assist our Marketing and Operations teams with ongoing culture, HR, and PR initiatives to develop brand loyalty, internally and externally. The PR and Branding Coordinator will propose, schedule, and manage team building activities that will improve workplace synergy and nurture meaningful relationships among employees. They will also plan and execute routine PR content, including social media and newsletter campaigns, that effectively engages with our current audience and expands our brand's online presence. The ideal candidate is a true extrovert who has a friendly, upbeat personality, enjoys planning and hosting social events, and is able to connect with people of all backgrounds and interests.

Key Qualifications

- Natural leader with the ability to engage with and motivate diverse groups of people
- Strong creative writing skills; able to excite and motivate people through written and visual content
- Strong listening skills; a genuine desire to connect with people and help them succeed
- Tolerant and good-natured; able to get along with all people, regardless of their background, interests, and beliefs
- Strong work ethic, integrity, and adherence to company policies; able to inspire and encourage others by leading through example
- Excellent problem solving and organizational skills; able to successfully plan and execute projects and team building activities
- Strong project management skills; demonstrated ability to strategize and plan end-to-end, manage long term deadlines, resolve unforeseen issues, and manage multiple projects and/or events simultaneously
- Previous work experience with social media websites (Facebook, Twitter, Instagram, LinkedIn, etc.) and email marketing platforms (MailChimp, ConstantContact, Aweber, etc.) for marketing and promotional purposes
- Basic knowledge of Adobe design apps (Illustrator, Photoshop, InDesign, etc.) preferred but not required

Applicants must have reliable transportation, good personal hygiene, and a professional appearance to be considered. To apply please send a cover letter and your resume to office@madrivo.com.