



Marketing Coordinator

Job Description

Join the Mise en Place team as Marketing Coordinator! This role will be responsible for assisting in the development, execution, and monitoring of marketing campaigns and strategies, ensuring it is reflective of each different MEP brand's unique tone of voice.

The Marketing Coordinator will create engaging materials and raise brand awareness whilst demonstrating passion and enthusiasm for all things food and social media.

Responsibilities

Campaign Management:

- Assist in the planning, coordination, and execution of innovative marketing campaigns.
- Track and report on campaign performance and effectiveness, providing insights for improvement.
- Ensure all marketing initiatives are executed on time and within budget.

Content Creation and Management:

- Craft and build compelling copy and content for product descriptions, menus, website content, email marketing, social media, and paid advertising campaigns, which engage and inspire.
- Develop and execute creative content campaigns tailored to each social media platform, supporting the MEP objectives.

Social Media & Digital Marketing:

- Support the social media strategy by scheduling posts, engaging with followers, and tracking metrics.
- Help with SEO and online advertising campaigns.
- Monitor website performance and suggest improvements for SEO and user engagement.
- Utilise data-driven insights to optimise content, improve engagement, and drive conversion.

Market Research:

- Conduct market research to identify trends, customer preferences, and competitive intelligence.
- Provide reports on customer behavior and industry changes to inform marketing strategies.

Administrative Support:

- Maintain marketing databases and ensure all documents are up to date.
- Manage content calendars to ensure timely, relevant marketing initiatives.

Cross-team Collaboration:

- Work closely with teams across MEP to ensure the brand voice and identity is embedded within campaigns and marketing materials.
- Collaborate with MEP teams to ensure the brand voice is consistent across all channels.



Requirements

- At least 3 years of marketing-related experience.
- Degree in business, marketing or a related subject.
- Excellent written and verbal communication skills.
- Keen eye for taking photos.
- Strong eye for design and experience using Canva and Adobe.
- Proven ability to manage multiple social media platforms, ideally in a mission-driven or purpose-focused setting.
- In-depth knowledge of the platform functionality on Instagram, Tiktok and Facebook.
- Familiar with META scheduling tools and paid advertising.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint) and familiarity with marketing software (e.g., Google Analytics, email marketing tools, CRM systems).
- Passionate and knowledgeable about social media platforms and digital marketing strategies.
- Attention to detail with the ability to manage multiple projects simultaneously.
- Creative and commercial vision.
- Excellent time-management and organisational skills.
- Ability to work independently and collaboratively with a diverse team.

Other Requirements

- Valid Cayman Islands Driver's License.
- Clear Police Clearance Report.
- Salary will commensurate with experience.

Role includes all statutory benefits, i.e., Health Insurance, Pension, Daily lunch, and Mobile Phone.

Qualified Caymanians and PR Holder are strongly encouraged to apply and will receive priority for consideration. Visit: <https://miseenplace.bamboohr.com/careers> to submit your application.