



888.DART.123

2600 W.Big Beaver Ste. 540

Troy, MI 48084

Job Title: Marketing Coordinator

Location: Troy, MI

Position: Full-time (in-office)

About Us:

About Us: Dart Appraisal is a dynamic and innovative company that improves the appraisal management process for our partners. We are dedicated to delivering excellence in all aspects of our business, and we are looking for a skilled Marketing Coordinator to join our team. This leadership role is critical to ensuring our products/services meet the highest quality standards and that our employees thrive in a positive and supportive work environment.

Job Summary: The Marketing Coordinator will support the marketing department in the development and execution of marketing campaigns, manage social media accounts, assist with content creation, and perform various administrative tasks. The ideal candidate will have a strong understanding of marketing principles and excellent organizational skills.

Key Responsibilities:

- Maintain Dartappraisal.com website including refreshed and new content on a monthly basis.
- Coordinate with Sales to implement targeted email campaigns with content developed/customized for each client type.
- Manage social media presence including maintenance of a content calendar. Monitor social media accounts of industry trade associations.
- Support Dart participation in industry events.
- Evaluate the impact of marketing initiatives for both new and existing clients.
- Assist in the planning, execution, and tracking of marketing campaigns across various channels (email, social media, digital ads, etc.).
- Coordinate and manage marketing event logistics, including webinars, trade shows, and client events.
- Contribute to the creation of marketing materials such as brochures, newsletters, presentations and website content.
- Write and edit content for social media posts, blogs, and email campaigns.



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- Manage and grow Dart Appraisal's social media presence, including content scheduling, publishing, and engagement.
- Conduct market research to identify trends, competitor activities, and customer preferences.
- Maintain marketing calendars, schedules, and project timelines.
- Monitor and report on the performance of marketing campaigns using tools like Google Analytics, social media analytics, and email marketing software.
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Requirements:

- Bachelor's degree in business or a related field.
- Proven experience in B2B marketing, with a minimum of 3 years of relevant experience.
- Understanding of website content management. WordPress experienced preferred
- Experience developing, implementing and evaluating email marketing campaigns.
- Experience developing social media plans and content.
- Analytical capabilities. Working knowledge of Excel.

Benefits:

Dart offers a competitive compensation package and benefits such as health insurance, retirement plans, and professional development opportunities.

If you are a hardworking, passionate marketer who is passionate about helping a growing company move to the next level of success, we invite you to join our team and make a significant impact on our company's success.

To apply, please submit your resume and a cover letter detailing your relevant experience and qualifications to [hr@dartappraisal.com] Please include "Marketing Coordinator Application" in the subject line.

Dart Appraisal is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.