



JOB TITLE: Marketing & Social Media Coordinator – Commercial Group

Full Time, Salaried

GENERAL STATEMENT OF DUTIES:

We are seeking a highly motivated, creative, and experienced Marketing & Social Media Coordinator to join our team. As a Marketing Coordinator, you will be responsible for developing and executing effective marketing strategies to promote our products and services. You will work closely with other members of our commercial team, as well as cross-functional teams to ensure that our marketing efforts are aligned with our overall business objectives for LNG and related market segments. The Marketing Coordinator will be responsible for planning, implementing, and monitoring marketing campaigns to support the growth and success of our business including developing and implementing digital marketing campaigns across various channels, including but not limited to social media, email marketing, paid advertising, and search engine optimization. You will work closely with our commercial team to drive traffic, increase brand awareness, and generate leads. The ideal candidate will have a proven track record of success in executing marketing strategies, excellent communication skills, and a deep understanding of marketing best practices. Experience in the LNG, alternative fuels, or Oil and Gas industry is a plus.

SUPERVISOR: VP Commercial | **DEPARTMENT:** Commercial Group (Sales & Marketing)

LOCATION: Corporate Office in Houston, TX

PRIMARY DUTIES AND RESPONSIBILITIES:

Stabilis Solutions retains the right to modify or change the duties or essential functions of the job at any time.

- Develop and execute marketing plans, including advertising, promotions, and public relations, to support our business objectives
- Collaborate with the Commercial team to develop and implement creative campaigns and content across various channels such as social media (LinkedIn, Facebook, Instagram, Twitter, etc), email, web, and other platforms
- Conduct market research to identify potential customers, customer needs, market trends, and competitor activities to ensure our marketing strategies are competitive and effective
- Develop and execute marketing plans, including advertising, promotions, and public relations, to support our business objectives
- Create marketing campaigns across various channels (e.g. social media, email, SEO, PPC, etc.)
- Write and edit compelling content for marketing materials, such as blogs, whitepapers, case studies, and email newsletters
- Collaborate with internal teams, such as sales and product development, to create cohesive marketing messaging and ensure consistency across all marketing channels as well as to develop landing pages, website content, and other digital assets

- Monitor, measure, and analyze the effectiveness and performance of marketing campaigns and initiatives and use data-driven insights to optimize marketing tactics and adjust strategies as needed.
- Build and maintain relationships with key stakeholders as required, including customers, partners, and industry influencers
- Track marketing expenses and ROI
- Stay up-to-date with industry trends and best practices, and make recommendations for continuous improvement to our marketing efforts
- Maintain our website working with internal partners, ensuring it is up-to-date and optimized for SEO

QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, Business, or related field
- Minimum of 1-2 years of experience in marketing, with a focus on digital marketing, social media, advertising, and content creation
- Excellent written and verbal communication and interpersonal skills
- Bilingual (English & Spanish) verbal and written proficiency is preferred
- Strong analytical skills and ability to use data to drive decisions
- Experience with social media advertising platforms, CRM software packages, Microsoft Office Suite.
- Strong knowledge of SEO best practices
- Experience with content marketing and email marketing
- Ability to manage multiple projects and meet deadlines in a fast-paced environment
- Strong attention to detail and organizational skills with the ability to manage multiple projects simultaneously
- Ability to work collaboratively with cross-functional teams and stakeholders at all levels
- Ability to take ownership of projects.
- Ability to meet aggressive deadlines while maintaining a positive attitude.
- Ability to work under pressure and follow through on tasks.
- Results-driven mindset with a strong analytical and data-driven approach to decision making
- Creative and innovative thinker, with a passion for marketing and a desire to stay ahead of industry trends
- Applicants must be legally authorized for employment in the United States without need for current or future employer-sponsored work authorization.
- Willingness to travel as required.
- Ability to be a self-starter and effectively use time management skills.

WORKING ENVIRONMENT:

- Stabilis is a fast-paced and growing work environment where employees are encouraged to be self-starters.
- Office equipment will be used, including copy machines, telephones, keyboards and computers. Skills and activities require fine motor dexterity, good vision, good hearing and clear speaking.
- Non-smoking and drug free workplace.

DRUG-FREE WORKPLACE STATEMENT:

Stabilis is a drug-free workplace that provides employment opportunities in compliance with all pertinent federal, state and local laws. Our values promote employee participation in the delivery of quality services to our clients and customers. Employees are subject to pre-employment and random drug screens. Medical evaluations may also be required.

EQUITY IN THE WORKPLACE:

Stabilis celebrates diversity in the workforce. We welcome applicants of all ages, ethnicities, genders, sexual orientations, and religions.

WORK SCHEDULE:

This position is a full-time salaried position located in our corporate office in Houston, TX. Travel may be necessary as required by the business.

Created: June 2023