



Brand & Communications Coordinator

December 2020

A Brand & Communications Coordinator works in tandem with Brand and/or Creative Strategists. Central to client relationships, and therefore the agency's wellbeing, this position is dedicated to success in seven key ways:

Strategy: Works as an extension the clients' marketing staff — from planning through execution — by becoming established as a valuable and necessary team partner.

Focus: Has become educated on each client's issues and business, and functions as a client and agency information source by understanding the clients' communications environments.

Partnership: Thinks proactively for accounts and does not simply take project orders, acting as the eyes and ears, as well as the voice, of clients. Is flexible, sharing talent and time with other client teams in the office. Builds joy with respect to teams, clients, vendors, partners and the Emspace + Lovgren experience. Facilitates authentic, respectful and meaningful relationships.

Results: Brings value and results to all accounts, helping assigned clients achieve their goals. By working profitably for all clients, helps build and grow agency profitability and value for clients. Supports agency financial and cultural success by following appropriate process protocol at all times.

Innovation: Explores beyond the obvious and strives for innovative approaches to benefit client interactions. Is a catalyst for innovative thinking inside and outside the agency. Participates in agency thought leadership.

Honesty: Is always fair and will not say "yes" when "no" will benefit the client or the agency most. Participates in the decisions that will strengthen and benefit clients, client relationships, the team and the organization. Keeps in close communication with teammates.

Excellence: Knows clients' expectations and strives to exceed them strategically, creatively, on time and within budget. Seeks inspiration through a wide variety of resources.

Brand & Communications Coordinator services range from providing assistance and support for various communications initiatives to generating communications content, plans, and the day-to-day management of specific accounts. Tasks include, but are not limited to: research, copy editing, writing, proofreading, media coordination, reporting, list building, idea generation, building communications strategies, coordinating and participating in community outreach initiatives, collecting and organizing materials, managing online files, crafting content, social media assistance, and general client support. Duties include managing the budgets, timelines and deliverables for assigned clients in collaboration with Agency Operations and Strategists. Adept at office management systems and virtual communications softwares, they follow appropriate process protocol throughout each project, and ensure client satisfaction. They provide support that will strengthen and benefit clients, client relationships, the team and the organization.

In some cases, a Brand & Communications Coordinator may serve in multiple roles, as this position can stretch to allow for the development and delivery of specific strategic services and their implementation, such as social media, public outreach, media relations, copy development, design and events.

Education

Minimum BA required

Experience

2 years + experience is preferred. Strong communications background (sector-specific and/or agency experience a plus); committed to/experienced at working with teams; has had previous success working in a fast-paced, deadline-driven environment.

Important Attributes

Understanding of available resources and channels of communications; Creative problem-solver; Detail-oriented, organized, able to multi-task; Excited to explore evolving technology tools. Able to work in a variety of situations with a variety of personalities; Self-motivated yet able to thrive on a team; Committed to client, team and agency success; Cool under pressure, can handle sensitive situations with grace and professionalism; Positive attitude, able to energize teammates; Willing to push for the best solution; Committed to working inside the agency's project management system and to help others do the same. No job too small; Good follow-through, sees opportunities and is able to leverage them for the good of the organization/client; Interested in and able to think in new directions, willing to learn new things and expand skill set as opportunities arise; Brings new coordination, software and technical support opportunities to the team; Flexible.

Primary Responsibilities

Partner with the strategic and creative teams to plan, execute and finalize projects, including managing timelines and budgets in partnership with Creative and Agency Operations; Manage and interface with multiple clients, projects and project assets simultaneously; Prepare and maintain documentation, such as meeting agendas, reports, proposals and other client communications and correspondence; Lead and/or participate in and document discussions during client meetings and conference calls; Monitor and respond to client queries; Archive past project information as appropriate; Maintain, display and communicate a clear understanding of creative strategy on all projects; Works with Agency Operations to establish budgets and invoice schedules that work for clients; Works with Creative Operations to ensure appropriate timelines for the team and the client; Secures budget and timeline approvals; Ensure creative briefs are available and helps to communicate strategic objectives to team members; Partners with teams to manage workflow internally and externally; Partners with Agency Operations to confirm invoices and ongoing budgets with clients; Monitors, tracks and reports quarterly to president on the results, status and outlook for each client; Able to navigate alongside other strategists for a variety of clients. Writing/message/content development for print and online communications, including media, events and social media and as appropriate/needed.

Secondary Responsibilities

Stay abreast of evolving trends, media, individuals and opportunities in the field and as related to their specific client list; Gain knowledge about client industries and share information with the team; Contribute as a positive team member; Participate in the success of the organization by attending events and through professional organizations; Represent Emspace in the community.

Requirements

- BA degree and at least 2 years of experience working on integrated communications, including traditional, non-traditional/digital campaigns and website launches and/or media, social media or events is preferred
- Understand creative development workflow for online, print and media disciplines
- Interface experience with teams to ensure workflow, timelines and budgets are properly managed
- Interface with President to ensure accounts and clients are optimized
- Strong verbal, writing and presentation skills
- Strong social media understanding
- Organized, proactive and multi-tasker
- Able to solve problems creatively
- Is flexible: Will quickly and easily adapt to changing mandates, priorities and circumstances
- Is resilient; Possesses a “make it work” mentality
- Proven track record as a collaborative, generous team player; readily shares ideas but also can happily build on others’ ideas
- Is passionate about breaking new ground – new ideas, technology, channels, opportunities
- Is able to manage time appropriately and meet aggressive deadlines
- Manages production budgets effectively
- Takes pride in the work of the agency
- Cares about our community
- Takes personal responsibility for quality processes and outcomes
- Is committed to helping the agency grow
- Familiarity with Microsoft Office Suite required
- Familiarity project management system a plus
- Comfortable exploring and expanding use of virtual communications technologies
- Familiarity with Adobe Creative Suite a plus
- HTML and/or WordPress experience a plus

Labor Status: This is a professional position

Supervisory Responsibilities: None

Reports to: President

About Us

Emspace + Lovgren crafts thoughtful communications around ideas that matter.

We’ve developed a reputation for partnering with organizations and initiatives that improve quality of life right here in Omaha, Council Bluffs, our region and our state. That means work on behalf of key community issues, like how our urban core develops, how we move around the city, health, education and culture. Our award-winning strategies, powerful messages and purpose-driven design inspire audiences across communities to take action and make change.

Joining the Emspace + Lovgren team is an important decision. Because the work we do is so vital to our community’s future success, we set an admittedly high bar for ourselves and we take responsibility for each clients’ success as well as for each other. We are smart, creative, connected, dedicated, passionate, thoughtful and trusted. And we always strive to move forward as a team.

When we are not having to work virtually, you can find us close to the action in Midtown Omaha, just north of Turner Park on Dodge Street. It’s the perfect location for walking, using transit and accessing I-80.