



**Marketing Content Coordinator**  
Hendersonville, TN USA

Founded in 1985, STR is the global leader in data solutions and analytics for the hospitality industry. We are a rapidly growing company with ambitious plans for the future, and we pride ourselves on being a trusted partner to our worldwide client base as well as being a great place to work. STR has been recognized as one of the “Top 10 Coolest Companies to Work for in Nashville” in addition to earning a #1 ranking on a Tennessean Top Workplace poll and a spot on Inc. 5000’s list of fastest growing companies. With a presence in more than 10 countries across the globe, we are looking to add to our talented team of dedicated individuals by recruiting for a Marketing Content Coordinator, based in Hendersonville, TN.

**SUMMARY:**

The STR Marketing Content Coordinator will assist in marketing initiatives set forth by the SVP of Global Business Development & Marketing, Senior Director of Business Development & Marketing and the Senior Manager, Marketing Operations. Primary focus will be coordinating and managing all content for STR.

The Content Coordinator will be tasked with content creation for marketing materials, promotions, social media, videos and creating customized promotional website pages. This person will also be responsible for ensuring all content on the public websites are grammatically and technically accurate, up-to-date, and will work with the global offices to ensure that the information is consistent across all languages. The Content Coordinator will make certain all information is on-brand and consistent in terms of style and quality across all channels. All new content and necessary materials must be posted in a timely manner.

**ESSENTIAL FUNCTIONS:**

- Strong communication and organizational skills
- Excellent writing and proofing skills
- Cultivate content for product sheets, marketing campaigns, multi-lingual promotions, client communications
- Ability to meet strict deadlines
- Act as a brand champion ensuring compliance of all brand standards and STR’s tone of voice
- Other duties may be assigned on an as-needed basis by management

**REQUIRED QUALIFICATIONS:**

- Experience with maintaining and developing content
- A minimum of 2 years of related work experience
- 4 Year Degree in marketing, communications or similar work experience
- Proficient with MS Office (Outlook, Word, Excel, and PowerPoint)

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**PREFERRED QUALIFICATIONS:**

- Knowledge of HTML and CSS
- Knowledge of Salesforce
- Experience with SEO
- Additional language or knowledge/previous study of other languages would be advantageous
- Experience creating and editing promotional videos and product tutorials
- Experience using marketing automation system

**SPECIFIC JOB KNOWLEDGE, SKILL AND ABILITY:**

- Assist in developing custom website pages to support marketing campaigns
- Ensure all brand standards are met
- Work with Marketing team to implement banner campaigns
- Proof client and employee communications, promotional emails and materials, report deliverables, etc.
- Create content for promotional email campaigns including but not limited to, monthly sales promotions, monthly/quarterly e-newsletters
- Maintain solid product knowledge
- Excellent multitasking abilities and superb oral and written communication skills
- Experience using Email Marketing Software (i.e., MailChimp, Emma, Constant Contact, Vertical Response)
- Experience with Trello or similar project management system
- Experience with social media marketing on Twitter, LinkedIn and Google+

**EMPLOYEE BENEFITS:**

- Competitive health benefit plans
- Eligibility for annual bonus and salary review, subject to performance and business profitability
- Option to attend continuing education conference or training
- Discount YMCA membership
- 401 (k) Retirement Plan option after one year of employment
- 9 paid annual holidays
- Employee events throughout the year

Please send your CV and covering letter, stating why you are interested in this role to [jobs@str.com](mailto:jobs@str.com), or apply online through our website at <http://www.str.com/about/careers>.