

Job Title: Marketing Coordinator

Location: Ogden, UT

Department: Marketing

Role Overview

As the Marketing Coordinator, you'll bring Datafy's message to inboxes and newsfeeds everywhere. You'll lead the end-to-end execution of email campaigns, from concept through send and analysis, ensuring every message is on-brand, engaging, and aligned with broader marketing goals. You'll also support Datafy's owned content channels, including LinkedIn, helping maintain a consistent, timely, and recognizable brand presence.

This role is part creative and part analytical, ideal for someone who enjoys connecting storytelling with performance data and thrives on optimizing campaigns through testing, measurement, and iteration.

Requirements

- 2+ years of experience in email marketing or digital content management
- Strong writing and editing skills with a sharp eye for detail
- Comfort interpreting analytics and performance data to inform decisions
- Familiarity with LinkedIn Campaign Manager
- Basic understanding of HTML/CSS for email template adjustments and builds
- Hands-on experience with Odoo is a plus
- Excellent organizational and project management skills, with the ability to manage multiple campaigns simultaneously
- Creative curiosity and enthusiasm for crafting engaging, high-performing content
- Bachelor's degree in marketing, communications, or a related field (or equivalent experience) preferred

Why This Role Matters

Email and owned content are critical to how Datafy communicates value, builds trust, and nurtures relationships across all verticals. Your work ensures our message is clear, consistent, and effective throughout the customer lifecycle, from awareness through engagement and retention. Strong execution in this role directly impacts lead quality, brand perception, and marketing performance.

Responsibilities

Email Campaign Execution

- Partner with marketing leadership to plan and execute email strategies from concept to delivery
- Build, test, and schedule email campaigns in Mailchimp and Odoo
- Maintain list segmentation, content accuracy, and brand consistency across all sends

Content & Channel Management

- Write and design clear, engaging, on-brand emails and social posts that reflect Datafy's voice
- Manage a campaign calendar to keep email and social initiatives on time and aligned with broader marketing efforts
- Oversee LinkedIn scheduling and community engagement to maintain a consistent brand presence

Performance Measurement & Optimization

- Monitor key performance metrics, including open rates, click-through rates, and conversions
- Run A/B tests and analyze results to optimize future campaigns
- Compile and share reports highlighting wins, insights, and recommendations for ongoing improvement

Lifecycle & Funnel Support

- Continuously refine the full-funnel and lifecycle email marketing system
- Guide audiences from awareness through engagement and retention using data-driven insights

Who You Are

Experience & Skills

- 2+ years of experience in email marketing or digital content management
 - Strong written and editing skills with close attention to detail
 - Comfortable working with performance metrics and basic analytics
 - Highly organized with the ability to manage timelines and multiple deliverables
 - Basic HTML/CSS knowledge for email builds and adjustments
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Traits That Succeed

- Attention to detail in execution and QA
- Thinks in campaigns and funnels, not just single sends
- Comfortable interpreting performance metrics and testing results
- Highly organized and deadline-driven
- Supportive, collaborative team mate

Success Looks Like

- Campaigns are delivered on time and as planned
 - Email and social performance is consistently monitored and reported
 - The Datafy voice is accurately and consistently reflected across channels
 - Your own happiness in the role
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Why Join

- Competitive salary and bonus plan
- Paid health insurance for self (100%) and family (90%)
- 401 (k) plan with match
- Generous paid time off, paid holidays, and 9/80 work week (every other Friday off)
- The best culture you will ever experience in your career

Please email your resume to hello@datafy.com along with a one-paragraph explanation of why you're a good fit for this role. Use the subject line: **Marketing Coordinator: {Applicant's Name}**.