



## Job Title: Marketing Coordinator

**Location:** Remote (Bay Area Preferred)

**Reports To:** Chief Growth Marketing Officer (CGMO)

**Employment Type:** Full-Time

### Position Summary

BryMar CPA is seeking a creative, detail-oriented, and driven **Marketing Coordinator** to assist with our firm's marketing strategy. This role plays a key part in building our brand, driving client growth, and communicating our mission to make audits simple and fun. You will be responsible for assisting with all aspects of marketing—assisting with content creation, social media, design, website updates, email campaigns, and events—while working directly with the Chief Growth Marketing Officer (CGMO) to align efforts with the firm's strategic goals and core values.

### Key Responsibilities

#### Social Media Content & Management

- Assist with planning, creating, and managing BryMar's social media presence (LinkedIn, Instagram, Facebook, etc.).
- Develop and maintain a content calendar, write post captions, assist with designing visuals, and schedule posts.
- Track performance metrics, monitor engagement, and adjust strategy based on results.
- Stay current with platform trends and apply best practices to elevate the firm's brand.

## **Creative & Content Production**

- Assist with designing branded marketing materials, including social graphics, one-pagers, flyers, and internal resources.
- Assist with produce and edit short-form videos for social, recruiting, events, and brand storytelling.
- Prep blog posts for publishing in WIX with a focus on SEO, layout, design, and clarity.

## **Campaign Development & Execution**

- Execute email marketing campaigns and support lead magnets, landing pages, and promotions.
- Track campaign progress and deliver insights to inform future strategies.
- Collaborate with the CGMO on quarterly marketing initiatives aligned to firm OKRs.

## **Website & SEO Management**

- Assist with maintaining and updating the BryMar website using WIX, including content, imagery, and layout.
- Assist with optimizing website content for SEO and integrating lead forms, analytics, and CTAs.

## **Event Planning & Promotion**

- Assist with planning and promoting firm-hosted events such as client appreciation gatherings, webinars, and mixers.
- Coordinate logistics, assist with developing promotional materials, and manage post-event communications.
- Travel occasionally to support in-person events in the Bay Area and the annual team summit.

## **Team Collaboration & Reporting**

- Work closely with the CGMO to execute strategic objectives and contribute to firm growth.
- Ensure consistency in branding, tone, and messaging across all touchpoints.

- Provide regular reporting on marketing performance and suggest areas for improvement.

## Preferred Qualifications

- Bachelor's degree in Marketing, Journalism, or a related field.
- 2–4 years of marketing experience.
- Proficiency in Canva and/or Adobe Creative Suite for design work.
- Experience with social media management and MailChimp eMail campaigns
- Familiarity with WIX and knowledge of SEO best practices.
- Familiarity with Monday.com or Asana.
- Video editing skills (e.g., CapCut, iMovie, or similar platforms).
- Strong writing, editing, project management, and communication skills.

## Salary Range

In compliance with the California Pay Transparency Law, the base salary range for this **Marketing Coordinator** role is **\$70,000–\$80,000** annually. This range does not include our discretionary bonus program. Final compensation will be based on a variety of factors, including the candidate's experience, skills, role scope, and current market benchmarks.

## What We Offer

- A collaborative, mission-driven team that values creativity, growth, and strong relationships.
- Flexibility to work fully remote, with preference for candidates based in the Bay Area.
- Occasional travel to Bay Area events and the firm's rotating location for annual team summit.
- Competitive benefits package – details available at: [brymar.cpa/careers](https://brymar.cpa/careers)

### How to Apply:

Ready to join our amazing team? Send your resume and a cover letter detailing why you're the perfect fit for this role to our [application form](#). Learn more about us at [BryMar Careers](#).

Make your mark with BryMar CPA, where your skills and passion will help shape our

BryMar CPA, LLP | [www.BryMar.cpa](https://www.BryMar.cpa) | 831.288.1720

17 Aspen Way, Watsonville, Ca. 95076 | 10080 N Wolf Rd., Suite SW3 271, Cupertino, Ca. 95014

success—and yours. BryMar CPA, LLP is an equal-opportunity employer and encourages candidates from all backgrounds to apply.