

Job Title: Marketing Coordinator

Location: Denver, CO

Company: TrustJet, LLC

Compensation/Rate: Salary Range: \$35-\$55/hr (Based On Experience)

Benefits:

(Potential timing and launch of benefits TBD.)

- 401(k)
- Health Insurance
- Dental & Vision Insurance
- Health Savings Account & Flexible Spending Account (HSA & FSA)
- Life & Disability Insurance
- Flexible Paid Time Off

About Us: TrustJet. LLC (“TrustJet”) is a next-generation aviation technology platform built to modernize private air travel through real-time data, predictive intelligence, and uncompromising operational reliability. TrustJet’s aviation app-based tech suite is designed and engineered specifically for operators, charter brokers, aircraft owners, and partners who require (and demand) speed, accuracy, and trusted data. We offer a real-time software and safety-vetting platform that delivers brokers and operators faster decisions, better insights, and seamless passenger experiences.

Job Summary: Reporting directly to the Chief Marketing Officer (“CMO”), the Marketing Coordinator will be responsible for assisting (helping to manage) marketing projects, social media posts, social media advertising, organize and prioritize promotional (branded) products and swag (inventory), and helping to plan, coordinate, and execute various marketing events (both internal and external). This person will also assist the team with field marketing efforts, advertising, email marketing, and networking with potential and existing clients. This role requires a proactive, energetic, and extremely organized individual with strong communication and people skills, a passion for product organization, event coordination, project management, and strong data-entry skills.

Key Responsibilities:

Social Media Coordination:

- Help to create, develop and implement daily/weekly social media posts to enhance brand visibility, engagement, and lead generation.

- Help to create compelling content for social media channels (including, but not limited to, Facebook, Instagram, Twitter (X), LinkedIn, TikTok) that align with TrustJet's brand voice and objectives.
- Schedule and publish posts daily, monitor social media channels for comments and messages, and engage with the audience in a timely manner.

Project Management Assistance:

- Help coordinate marketing projects from initiation to completion, ensuring timely delivery and adherence to project objectives, timelines, and budgets.
- Collaborate with internal teams to define project requirements, allocate resources, and establish project milestones and deliverables.
- Utilize project management tools and software to organize tasks, track progress, and communicate updates to all parties involved.
- Identify and mitigate project risks, solve problems, and overcome obstacles to ensure project success.

Promotional Products, Event Planning & Coordination:

- Collaborate with cross-functional teams to ensure seamless execution of events, working closely with sales, marketing, and external partners
- Organize, prioritize, and gather inventory list(s) of all branded promotional materials (swag) for both internal and external events. Schedule, order, manage and execute on timely deliverables for all firm-wide events
- Assist with all marketing efforts, meet and network with providers and potential partners (sometimes off campus to various locations), and attend after-hours social events
- Help plan, coordinate, and execute a variety of marketing events, including product launches, promotional sponsorships, sporting events, and community outreach activities
- Help manage aspects of event logistics, including venue selection, vendor coordination, marketing collateral (swag), attendee registration, and post-event follow-up

Analytics & Reporting:

- Assist in monitoring and analyzing inventory lists (promotional materials), event attendance, and other marketing metrics to measure and track effectiveness and spend.
- Prepare regular reports summarizing key insights, trends, and recommendations for continuous improvement for events, spend and swag materials.
- Use data-driven insights to inform future marketing strategies, campaigns, and initiatives.

Qualifications & Experience:

- Bachelor's degree in Marketing, Communications, Business Development or related field(s).
- 1+ years of experience using specific Ai tools for efficient marketing, content and creation (Chat GPT, etc.)
- 1+ years of experience in marketing, digital communications, social media management, event planning, and/or project management.
- Basic understanding of CRM systems, social media platforms, email marketing, and management tools (e.g., HubSpot, Mailchimp, Facebook Business Manager, Instagram Insights, LinkedIn Business, Monday.com, Google, Microsoft, etc.)
- 1+ years of experience working with online graphic design tools and social media scheduling platform(s) (e.g., Sprout Social, Adobe CS, Canva, Figma, etc.)
- Excellent communication skills, both written and verbal, with a profound attention to messaging and detail.
- Fit, able individual willing to assist and execute manual set-up of event booths, tents, tables, signs, product/swag packages, etc.
- Creative thinker with the ability to generate innovative ideas and solutions.
- Proactive, self-motivated team player who thrives in a fast-paced environment and is not afraid to take the lead.
- Proven track record in building brand awareness and engagement in competitive markets.
- 1+ years of experience in the private aviation industry preferred but not required.