**Position:** Full-Time Digital Marketing Coordinator

**Company:** Chrane Foodservice Solutions, LLC   
4540 Kendrick Plaza Drive, #150 Houston, TX

**Position Reports to:** Kenzie Veal, Vibe Director

**Start Date:** As soon as available

**Please send the following information to Janie Evans-Troje at JETroje@chranefs.com:**

* Resume
* Cover Letter OR Video Interview covering who you are, your experience, and why Chrane…
* Portfolio/Website (recommended)
  + Have a photography side hustle? Love to edit videos of your travel experiences? Have a food Instagram? We’d love to see any of your skills demonstrated through your hobbies as well.
* Three professional references
* Complete the employment application found online at <https://www.chranefs.com/careers>

**What Chrane Will Expect from You** (Includes, but not limited to):

* Have fun! This is foodservice after all.
* Develop digital content, including handling and monitoring online marketing

campaigns, e-newsletters, email blasts, social media, surveys, event invitations, etc.

* Explore opportunities, press releases and advertising with industry publications

and media outlets.

* Coordinate the maintenance and updates of [www.chranefs.com](http://www.chranefs.com), ensuring

content is relevant, current, user friendly and conveys Chrane’s culture.

* Coordinate events including live and online events including planning,

budgeting, execution, and evaluation.

* Coordinate trade show and exhibition events to include pre-and post-marketing

initiatives.

* Manage projects from beginning to end including establishing timelines and budgets

for custom content projects.

* Monitor processes and implement improvements to enhance marketing

productivity.

* Ensure all marketing and branding efforts are carried out consistently throughout

the entire company, and at all company offices. This includes managing and

updating ongoing décor, equipment and smallwares showroom displays for both the

Houston and DFW area offices, ensuring both offices reflect Chrane’s culture and

Chrane Manufacturers’ most current offerings.

* Develop and maintain relationships with outside vendors and associations.
* Manage vendor partners, including pricing and performance (i.e. association

membership, lodging contract, freelance designers, vendors, etc.)

* Perform other duties as assigned

In addition to the defined marketing support responsibilities, you will take an active role in and demonstrate proactive participation and teamwork associated with Chrane’s overall growth in Texas and Oklahoma. We ask you to also provide critical and instrumental input in both the day-to-day and long-term direction and performance of Chrane.

**Requirements & Qualifications:**

* Degree in Marketing, Communications, Graphic Design, or Liberal Arts
* 1 – 2 years of experience in the marketing field
  + Or knowledge of the principals of marketing and willingness for continued education (reading, podcasts, online learning/training)
* 1 – 2 years of professional or exemplary amateur experience in graphic design, photography, videography, photo editing, & video editing
* Proficient in Adobe Creative Suite, more specifically Adobe Illustrator, Premiere Pro, InDesign, and Photoshop
* Proficient in Microsoft Office
* Experience in Salesforce is a plus
* Solutions-oriented thinker with the ability to think visually as well as verbally
* Excellent written and oral communication skills
* Strong organizational skills with the ability to multi-task, set measurable objectives, and manage timelines
* Willingness to do what needs to be done and get your hands dirty. We all pitch in to clean the office, test kitchen, and storage room at times.
* Will professionally and socially engage with customers and industry peers
* Possess ability to uphold company brand, culture, and values
* Pass all background tests
* Successfully pass the Wonderlic test by Chrane standards
* The Digital Marketing Coordinator must live in the metro Houston-area and be able to commute to work in the Chrane Houston office daily. This is not a remote position.

**Travel Expectations:**

* Travel will be required 25% of the time:
  + Visits to the Dallas/Fort Worth Office
  + Attending conferences
  + Visiting installations for content and getting out in the field for market research
  + Quarterly sales meetings
* The initial 90-day onboarding and training process will be based out of Chrane’s Houston office but will require extensive travel to Chrane’s DFW office. The first 90 days of employment will involve heavier travel than normal so be prepared mentally and physically for this demand.