



## Quality Certification Services (QCS)

5700 SW 34th Street, Suite 349, Gainesville FL 32608

phone 352.377.0133 / fax 352.377.8363

[www.qcsinfo.org](http://www.qcsinfo.org)

**Job Title:** Marketing Coordinator  
**Grade:** 3A  
**Level:** 1  
**Reports To:** Client Service and Marketing Manager  
**Classification:** Full -Time / Non-Exempt  
**Work Location:** Gainesville office/Remote as designated  
**Direct Reports:** None

**Date:** 6/20/25

**Approved:** Sally Lammers

### **JOB SUMMARY:**

Facilitate growth of client base and customer satisfaction through implementation of improvements and regular communications across digital platforms including QCS website. Align communications to our audience, primarily organic food and farm industry while cultivating strong and consistent brand identity. Performs other duties as requested.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

#### *Client Care & Outreach*

- Collaborate in the development and implementation of marketing strategies, content, materials and programs through social media, outreach, initiatives and events that grow QCS client base.
- Maintain and update the organization's website and social media channels with engaging content tailored to our audience.
- Work with Client Care Specialist to organize supporting materials for organic certification trainings for clients and the public.
- Facilitate communication of client notifications regarding regulatory updates, opportunities for public comment, program changes and other topics.
- Assist in planning and developing conference exhibits and materials as needed.
- Maintain QCS logos and digital asset library and establish consistent brand identity.
- Monitor engagement metrics and prepare regular reports to inform strategic recommendations. Conduct market research to identify trends and audience preferences, analyze competitor offerings, and inform campaign development for digital, social media, and email channels.
- Develop and maintain marketing calendars, timelines, and project workflows to ensure timely delivery of content.
- Utilizes search engine optimization (SEO) analytics and search engine marketing (SEM) techniques to increase traffic to the website.
- Utilize CRM software for organization and efficiency.
- Other duties as requested by manager.

### **TEAM RESPONSIBILITIES:**

- Present a positive disposition in interactions.



## Quality Certification Services (QCS)

5700 SW 34th Street, Suite 349, Gainesville FL 32608

phone 352.377.0133 / fax 352.377.8363

[www.qcsinfo.org](http://www.qcsinfo.org)

- Seek ways to improve service delivery, through building and maintaining customer satisfaction.
- Follow fiscal guidelines, regulations, principles, and standards; seek ways to reduce cost.
- Support the company mission in supporting and promoting organic and sustainable agriculture and the company's services and programs. Link mission, vision, values, goals, and strategies to everyday work.
- Adhere to a set of core values that are represented in decisions and actions. Earn other's trust and respect through consistent honesty and professionalism in all interactions.
- Seek and acquire new competencies, work methods, ideas, and information that will improve own efficiency and effectiveness on the job.
- Diligently attend to details and pursue quality in accomplishing tasks.

### **ADDITIONAL RESPONSIBILITIES:**

- Help others navigate complex or sensitive issues, keeping the client's best interest in mind as well as the integrity of the standards.
- Interpret complex, technical, professional or legal information, publications, and regulations.
- Apply logic and complex layers of rules and regulations to analyze and categorize complicated information. Break down complex information into component parts so others understand.

### **QUALIFICATIONS:**

Bachelor's degree in marketing, communications, or other relevant field of study; or a combination of education and relevant work experience are required. Minimum 1 year direct marketing experience. Proficiency in WordPress application required. Technical knowledge of organic and/or food safety certification is preferred. Bi-lingual fluency in English and Spanish preferred.

### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Ability to understand, interpret, and communicate technical aspects of organic processes, regulations, and standards.
- Ability to research information for multiple sources and identify, collect, and organize data for decision making.
- Adapts to changing business needs, conditions, and work responsibilities and works with a variety of situations, individuals, groups and varying customer needs.
- Prioritizes tasks by importance and deadlines and adjust priorities as situations change.
- Strong customer service orientation, interpersonal skills and relationship building required.
- Requires exceptional verbal and written communication and outstanding presentation and interpersonal skills.
- Proficient in MS Office applications and ability to utilize other software programs as needed.

### **WORKING CONDITIONS:**

The physical demands and essential functions described here are representative of those that must be met, with or without reasonable accommodation.

### **Environment:**



## Quality Certification Services (QCS)

5700 SW 34th Street, Suite 349, Gainesville FL 32608

phone 352.377.0133 / fax 352.377.8363

[www.qcsinfo.org](http://www.qcsinfo.org)

Remote as designated.

### **Physical Activity and Ability:**

- Work requires Sedentary physical activity performing non-strenuous daily activities of an administrative nature.
- Must have the ability to sit for long periods of time and talk and hear/ listen throughout the work period.
- Must have the manual dexterity sufficient to reach/handle items and work with fingers.
- Must be able to walk, stand, and reach with hands and arms to perform work.
- Requires lifting 20 lbs. as needed.
- Must be able to see at close distance with clear vision at 20 inches or less. And the ability to distinguish colors on a computer screen. (review color labels, charts, graphs, etc.).

### **Remote Work:**

- Must provide high quality sustainable internet connection while at work.

*All job requirements are subject to possible revision to reflect changes in the position requirements or to reasonably accommodate individuals with disabilities. This job description in no way states or implies these are the only duties which will be required in this position. Employees will be required to follow other job-related duties as requested by their supervisor/manager (within guidelines and compliance with Federal and State Laws.) Continued employment remains on an “at-will” basis.*