

Scion

Position: Marketing Coordinator, Reputation Management

<http://www.thesciongroup.com/>

Scion is paving a path in student living and we're seeking a talented Marketing Coordinator specializing in Reputation Management to join us in executing our vision. This position will focus on supporting all Scion communities by developing strategies to maintain and improve reputation, deploy reputation improvement campaigns, and assisting team members when responding to reviews and reputation threats.

The Marketing Coordinator will use their highly developed interpersonal and communication skills to manage multiple projects, meeting goals and deadlines timely and consistently. This role demands flexibility and versatility, well-honed organizational skills, a strong attention to detail, and a commitment to excellence.

### **Your Responsibilities**

- Monitors incoming online reviews and facilitates responses through reputation management software.
- Compiles monthly portfolio summary reports that identifies reputation performance trends
- Escalates threats to reputation to the appropriate operations and sales team members.
- Provides copywriting assistance for responses to online reviews and negative social media comments
- Improves portfolio reputation through facilitation of localized reputation campaigns
- Has an active pulse on online chatter about our communities' reputation through Facebook pages, Instagram and other online platforms.
- Manages incoming media requests for property teams and Scion corporate.
- Supports community teams by helping draft crisis communication and monitoring media platforms.
- Contributes expertise and collaborates on other departmental brand initiatives as required.

*The responsibilities listed above may not be all inclusive.*

### **What We Require**

- Bachelor's degree in Marketing, Communications, and/or relevant field of study or equivalent work experience.
- Works well independently, as a member of various teams and with all levels of management.
- Proficiency with Social Media platforms and Microsoft Office suite; Proficiency with Airtable, Entrata and SOCi is a plus
- Willing and able to travel up to 15% in a year, paid by the company.
- Values and fosters a sensitive and supportive approach to a diverse working and living environment.

### **Operational Details**

- Job location is based at Scion's Chicago corporate headquarters.
- Working hours consist of standard daytime business hours with occasional evening hours