



Job Ref: DM/22

Title: Digital Marketing Coordinator

Duration: Permanent/Full Time

Location: Chicago, 60612 or Remote

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OUR COMPANY:

Aurifil, established in Italy in 1983, celebrates worldwide notoriety as a market leader in manufacturing 100% Egyptian Cotton Thread. Originally conceived for the Italian high fashion and luxury linen markets, our threads are now used for a diverse range of traditional, creative, and artistic applications. We have become a creative catalyst for a dedicated community of sewists, quilters, designers, artisans, and craftspersons who create with a wide variety of techniques.

WHO WE ARE:

Aurifil USA is headquartered in Chicago, IL supporting a tight-knit team of both in-house and remote employees in addition to a full warehouse servicing distributors, shops, and consumers. Our threads have been available in the US for over 15 years, and we're both passionate and consistent about elevating our brand and creating new growth opportunities. We are lucky to work with a remarkable team of Aurifil Designers, Artisans, and Aurifilosophers (Educators) to help achieve our goals, celebrate excellence in craft, and educate the world on the magnificence of Aurifil thread.

THE ROLE:

Aurifil USA seeks an accomplished Digital Marketing Coordinator to join their growing team of creative voices.

You will report to the Creative Director and will work closely with the Director of Marketing to ideate, execute, and optimize campaigns that drive ROI and customer engagement. You will have a critical role in developing and driving social media strategy to support Aurifil's marketing goals and the continued growth of our brand.

RESPONSIBILITIES:

- Work with the marketing team to promote the Aurifil brand and eCommerce division ShopAurifil through all digital marketing channels, including social media, email, blog, and web.
- Execute campaigns end-to-end, including brainstorming creative concepts, working with creators to develop assets, programming and scheduling messaging, and monitoring and reporting performance across multiple digital marketing channels.



- Be the subject matter expert in Search Engine Optimization & Marketing (SEO/SEM) and its application in content writing. Collaborate closely with the Marketing team on SEO/SEM execution on the website and other digital marketplaces and platforms.
- Oversee and create content calendars and campaigns for Aurifil's social accounts, including Facebook, Pinterest, Twitter, TikTok, YouTube, and Instagram platforms.
- Write creative briefs, including marketing copy; work with Aurifil's partners to ensure assets align with marketing objectives.

MUST-HAVES:

- 3-5 years of experience at a consumer-facing brand or digital agency with a focus on social media strategy; experience and knowledge of the quilting/textile industry is preferred.
- The ability to work both autonomously and as a part of a tight knit team to complete multiple projects within time constraints and with strong attention to detail.
- Excellent interpersonal and written/verbal communication skills with the ability to capture Aurifil's voice in a way that strengthens our brand identity.
- Proficiency with Google Analytics, Shopify, Microsoft Office, Canva, and marketing tools like Later, Facebook Business Manager, etc.
- Familiarity with social media management, social listening, & short-form video content creation.
- The ability to travel 2-4 times/year.

Aurifil offers a benefits package including medical insurance, bonus structure, paid time off, and holiday pay. Aurifil is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability, veteran status, familial status, domestic violence status, or any other status protected by law.