



Digital Coordinator

Position Overview:

The Digital Coordinator position is an integral part of the Digital Department team at Resolute. You will be a crucial teammate learning the ins and outs of work in a dynamic PR and marketing agency environment. You'll jump into a fast-paced PR and marketing world working alongside a talented team and supporting clients who are game changers in their industries. Our collaborative culture values different perspectives and believes the best results happen when everyone has a seat at the table.

The Digital Coordinator is responsible for assisting the Director of Digital Strategy and Executives by providing day-to-day client and internal support of digital marketing.

You will be responsible for the following areas.

Digital Support:

- Use proprietary tools to analyze website performance, evaluate competitive landscapes, and uncover insights to inform strategy.
- Assist with SEO and AEO strategy development through keyword and search trends research to increase visibility across traditional and AI-driven search experiences.
- Conduct competitive analysis and research across social media platforms to identify trends, audience behaviors, and opportunities to maximize reach and engagement.
- Implement ad campaigns as assigned.
- Monitor ad campaigns to ensure optimal performance and use of budget.
- Review and recommend audience targeting and digital ad strategy.
- Support in the creation of digital ad reporting.
- Create and review social media reporting.

- Research emerging digital marketing trends, platform changes, and SEO/AEO best practices to bring fresh insights to the team, support innovative client strategies, and identify new opportunities.

Content Creation:

- Manage and write email marketing. Edit and update websites Social Media Support
- Writing and planning content, assisting with video shoots scheduling, monitoring and listening Team Collaboration:
- Collaborate with digital team, account teams and senior staff to ensure the successful execution of campaigns.
- Support digital team with other administrative or creative tasks as needed.

Other Areas:

- Additional responsibilities as assigned

You have the following experience (at a minimum):

- Bachelor's in Marketing, Communication, PR, Business, Journalism, or related field or equivalent professional experience
- 1-2 years of experience in the PR industry, preferably in a small agency setting

You have the following attributes and interpersonal skills:

- Strong written and verbal communication skills
- High attention to detail
- Able to prioritize multiple projects and deadlines
- Strong analytical and problem-solving abilities
- Comfortable working in a fast-paced environment
- Strong ability to recognize and write in a variety of styles and voices to meet clients' brand
- Strong organizational and multitasking skills
- Able to maintain a high degree of confidentiality internally and externally

You have the following technical skills:

- Proficient with Microsoft Office products
- Understanding of Google Analytics and Google Ads
- Understanding of all social media platforms and best practices

- Understanding of marketing elements and market research methods
- Proficient in content management systems
- Experience with Canva, Sprout Social, Google Tag Manager and Mail Chimp is a plus, but not required

Schedule & Work Location:

- Tulsa, OK
- Monday - Friday

Resolute Perks:

- We offer competitive salary and benefit opportunities
- Hybrid work model
- Retirement plan with generous employer contributions
- Health, Dental, and Vision insurance
- 11 Paid holidays
- Unlimited PTO
- Paid daytime parking in downtown Tulsa

About Resolute

Resolute is a full-service agency creating bold and purposeful public relations and marketing strategies. We are an established firm with a portfolio of diverse clients, ranging from small businesses to international brands and local causes. At Resolute, you have the opportunity to bring your unique voice and perspective to the table. We also believe team collaboration creates the best results for our clients. We want to push the boundaries, while being intentional and professional.

We love what we do, and we have fun doing it!

Work Environment

Resolute is a fast-paced environment that requires employees to be self-motivated, driven by deadlines and eager to ask questions. We have a lot to teach, but we need someone who is ready to learn. Resolute is all about teamwork. We work hard to support each other, encourage growth and cultivate trust so we can give our very best to our clients. Resolute's clients are diverse. You have to be a quick thinker and ready to switch from topics as diverse as education to technology to retail. It comes with time, but if you're willing to put in the effort, you will soon be bringing new ideas to the table!

JOB TITLE: Digital Coordinator

REPORTS TO: Digital Director

Direct Reports: N/A

STATUS: Full-time

JOB CLASS: Exempt

Interested? We're excited to hear from you!

Send resume to jeanne@resolutepr.com.