

Brand and Digital Marketing Coordinator

Are you a creative storyteller with a knack for digital marketing and a passion for engaging audiences? Do you thrive in a fast-paced environment where every day brings a new opportunity to connect with customers? If so, we want YOU to join HiViz as our Brand and Digital Marketing Coordinator!

Why HiViz is a great place to work: it's about more than the product or the work. We're about the mission. Every day, your work will contribute to ensuring first responders can save lives. We also know that when you love what you do and you're well supported, you will do your best work. Here's how we help make that happen:

- Purpose driven work: The gap between your effort and the difference it makes in the world is very small. You directly help first responders save lives every day.
- High-energy culture: We take what we do seriously, but we don't take ourselves too seriously. We're fast-paced, energetic, driven and willing to be scrappy. And we have a lot of fun, while making a difference.
- Room to grow: As we grow, you will too. We're all about leveling up.
- Competitive perks: From competitive pay to generous vacation, 401k with match, health, dental, vision & life insurance, there are a lot of perks about working at HiViz. But above it all, we consider our meaningful mission and healthy culture to be the biggest perk about working at HiViz!

What You'll Do:

- Content Creation & Social Media: Shoot, produce, edit, and post engaging content across Instagram, TikTok, Facebook, LinkedIn, and X.
- Branding & Marketing Collateral: Design and develop trade show materials, promotional content, and marketing assets while ensuring brand consistency.
- Digital Marketing Execution: Manage email marketing, SEO efforts, and website content to drive engagement and growth.
- Strategy & Collaboration: Work with sales, leadership, and third-party agencies to execute marketing strategies that align with company objectives.
- Storytelling & Engagement: Enhance brand recognition through innovative storytelling and visual identity.
- Analytics & Optimization: Track marketing metrics to optimize campaigns, increase website traffic, and grow our online following.
- Podcast Development: Support content planning, guest outreach, and marketing for our company podcast.

What You Bring to the Table:

- Experience managing and growing social media platforms with a strong understanding of trends.
- Strong design portfolio showcasing work across digital, print, and UX/UI projects.



- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign) and WordPress (or similar CMS).
- Ability to juggle multiple projects with attention to detail in a fast-paced environment.
- Excellent communication and collaboration skills.
- A proactive, problem-solving mindset with a passion for great design and brand storytelling.

Interview Process: We're a high-performance minded team, and we want to make sure we're a good fit for you, as much as you are for us! Therefore, we spend just the right amount of time on our interview process. Here's what you can expect (we may deviate at times!)

1. Interview with HiViz Team Member
2. Interview with Department Leader
3. Panel Interview with HiViz Leadership Team
4. Social team meet and greet
5. Assessments & Background check