
Job Description

Senior Marketing and Communications Coordinator

We are looking for a highly motivated marketing professional with 2+ years' experience. This role will require working with multiple platforms including HubSpot, Hootsuite, and Webflow. This person must be able to execute Starlight's marketing strategy. Must be able to work well independently and across teams.

About Starlight

Our story starts in 2015 when Bill Bradley identified the need for software to provide actionable information and real-time control to run his hauling and recycling companies. Starlight Software Solutions has since grown its technology, portfolio of offerings, and customer base through innovative and differentiated solutions, all designed and developed in partnership with haulers and recyclers at each step.

Now, Starlight's new cloud-based solution serves a broader segment of the market and brings the innovations developed by Starlight to a wider audience. We help our partners grow with a solid foundation that allows them to focus on the efficiency and profitability of their business with a single, seamless enterprise-wide solution that delivers meaningful, actionable, live data and analysis.

Why Work at Starlight?

Starlight acts like a startup, without the uncertainty of whether or not the company will have money to keep the lights turned on. The product is in the early stages of our first cloud-based releases, which means your decisions will have a lasting impact. Decisions are made quickly, and new opportunities to generate ideas, act creatively, and have impact are a key part of our employee culture.

The Starlight team is small but growing. We are a close, hard-working group excited about the Starlight platform and its potential. Our workplace is an open, collaborative environment, where feedback is welcomed.

What You'll Do

- Execute all social media planning and delivery.
- Respond to all online messages and comments.
- Create and maintain content bank.
- Produce blog posts for 3 companies.
- Manage HubSpot.
- Manage SEO (tracking, contract, monthly meetings).
- Manage all digital ads.
- Manage reviews.
- Manage internal communications.
- Track competitor pricing (secret shopper).
- Execute monthly marketing reports.
- Execute, draft and design email campaigns.
- Manage branded materials (ordering, inventory, and planning).
- Manage Scissortail SEO, website and miscellaneous marketing efforts.



- Manage vendors (graphic designers, photographers, CRMs).
- Stay on top of competitor messaging.
- Brand management – publications and events.
- Manage marketing budget.
- Provide internal updates.
- Coordinate events.
- Produce press releases, case studies, and testimonials.
- Gather customer feedback.

What We're Looking For

- Bachelor's degree in communications, marketing, or journalism preferred.
- At least 2 years of experience in marketing communications.
- Highly driven and results-oriented.
- Strong interpersonal skills and excellent customer service required.
- Excellent writing skills with an emphasis on writing for the web and social media.
- Ability to manage multiple projects and meet deadlines on time with strong attention to detail.
- Graphic design skills and experience with Adobe Creative Suite required (mainly Indesign).
- Some website building and management experience preferred (Wordpress, Squarespace, Webflow).
- Knowledge of or experience working with email solution providers and ad automation (e.g., Mail Chimp, Magnet Mail, Adroll).
- Familiarity with customer relationship management systems (Spiro, Hubspot).

Job Type

Full time

Salary: \$50,000-\$65,000

To Apply

Email your resume to Marty.Kilmer@StarlightSoftwareSolutions.com.