

Marketing & Social Media Coordinator

Department: Marketing

Reports To: Marketing Manager

FLSA Status: Exempt

Location: Aurora, OH (Hybrid)

About Oase North America

At Oase, we are passionate about creating exceptional water experiences. As a global leader in water garden, pond, aquarium, fountain and water technology solutions, we combine innovation, premium quality, and technical expertise to help our customers transform indoor and outdoor spaces through water.

Oase North America is seeking a creative, organized, and energetic **Marketing & Social Media Coordinator** to support our growing portfolio of premium brands. This role is ideal for someone who enjoys storytelling, content creation, digital marketing, and collaborating with multiple departments to elevate brand awareness and customer engagement.

Position Summary

The Marketing & Social Media Coordinator is responsible for executing day-to-day marketing initiatives while managing Oase's social media presence across North America. This role develops engaging content, coordinates marketing campaigns, manages contractor training logistics, supports customer education initiatives, and assists in planning and executing Oase's annual customer conference. The position plays a vital role in strengthening brand awareness while ensuring a seamless experience for customers, contractors, and business partners.

The ideal candidate is a self-starter with strong communication skills, a creative mindset, and a passion for digital marketing and social media trends.

Essential Duties & Responsibilities

- Develop, schedule, and publish engaging content across Facebook, Instagram, LinkedIn, YouTube, TikTok, and other relevant platforms.
- Create and maintain monthly social media and content calendars aligned with product launches, promotions, seasonal campaigns, and company initiatives.
- Monitor social media channels, respond to comments and messages as appropriate, and engage with customers, dealers, influencers, and brand advocates.
- Coordinate with product managers and sales teams to promote new products, educational content, dealer programs, and marketing initiatives.