



JOB DESCRIPTION

MARKETING & SOCIAL MEDIA COORDINATOR

Part-Time Contractor: Approx. 12 hours per week (48 hours per 4-week cycle)

Start Date: March 1, 2026

Location: Commerce, GA (Hybrid - Mostly remote with regular onsite visits)

Pay Rate: \$18-\$22 per hour depending on experience (Contractor / Invoicing Required)

***Future opportunity for additional hours based on performance and responsibility growth

About Funopolis Family Fun Center

Funopolis is a locally owned, community-focused family entertainment center in Commerce, GA. It offers a wide range of attractions for families, groups, and events, including arcade games, go-karts, laser tag, mini golf, rides, and party spaces. It focuses on creating joyful, memorable experiences for families and community groups. As it continues to grow its digital presence and event offerings, Funopolis is seeking a talented Marketing & Social Media Coordinator who can help elevate their marketing to the next level.

About the Role

The Marketing & Social Media Coordinator will create, schedule, and manage Funopolis' digital content, email marketing, social media presence, branding consistency, and event marketing. You will execute the marketing strategy and handle hands-on content creation. This role operates on a flexible 48-hours-per-4-week contract, allowing you to manage your own time based on workload peaks such as events, school holidays, or seasonal promotions. This is a part-time contractor role for a highly self-driven, creative, and organized marketer who is excited about the potential for this position to grow in hours and responsibility over time. **See attached **Key Responsibilities**

Work Arrangement

- Hybrid role: Mostly remote with one to three onsite visits per month for content capture and other inhouse tasks (must be located within reasonable driving distance to Funopolis).
- Occasional weekend or evening work required for events and seasonal campaigns
- Use of own photo/video-capturing and editing equipment required
- Budget provided for digital subscriptions under Funopolis' name for digital/content editing or efficiencies (e.g., Canva Pro, ChatGPT, Content360 or similar)



Reporting Structure

- This role reports directly to the General Manager
- This role also meets regularly with owners

Required Skills & Qualifications

- 2+ years hands-on marketing experience (small business, tourism, entertainment, retail, hospitality, or community-focused preferred)
- Proven success increasing sales and engagement via social, email, and paid ads
- Experience managing business social accounts (Facebook & Instagram required; TikTok/LinkedIn a plus)
- Skilled in short-form video for reach and conversions
- Experience running Facebook & Instagram ads with measurable results
- Email marketing campaign experience
- Basic graphic design skills
- Self-managed, able to juggle tasks with minimal oversight
- Strong results-driven portfolio (impact over aesthetics)
- Within driving distance of Commerce, GA
- Eligible to work in the U.S. & Background check required

Bonus Points for Candidates who have:

- Experience in entertainment, tourism, hospitality, or family attractions
- Have case studies with a track record of contributing to sales growth through social media, email marketing, and/or paid ads.
- Have experience coordinating or promoting community events
- Experience using AI for efficiencies
- Basic WordPress experience

How to Apply

Submit the following to info@funopolisfamilyfuncenter.com (Please use subject: Marketing Application)

- Cover letter (maximum one page)
- Resume
- Portfolio or examples of past work (graphics, videos, campaigns, or similar) including links to social media accounts you have managed

**Applications close on Feb 15th at midnight



Key Responsibilities

While the responsibilities list looks broad, not everything happens every week. Some tasks are monthly or seasonal, and priorities shift depending on what's happening at Funopolis. We plan work carefully so the role stays manageable within 12 hours per week.

Social Media Management

- Design social media graphics
- Create Reels, Stories, and short-form videos
- Run engagement campaigns (polls, countdowns, giveaways, challenges)
- Schedule and publish across Facebook, Instagram, TikTok, and LinkedIn
- Promote daily operations, specials, parties, and events
- Respond to comments, messages, and reviews
- Monitor trends and adjust content
- Create Facebook Event pages
- Post in community groups and build engagement
- Manage Funopolis internal and external groups
- Manage Facebook and Instagram ads
- Track ad performance, spend, and ROI
- Track ticket sales from campaigns
- Protect brand reputation online
- Drive social media follower growth
- Funopolis values real photos and videos from our facility, so AI-generated images should be used sparingly and only when suitable.

Reporting & Administration

- Produce simple monthly marketing reports
- Maintain the Bitsy account and prepare basic usage tracking
- Tracking marketing budget and spending
- Monitor all marketing results and adjust

Branding, Design & Content Creation

- Organize photo/video libraries
- Capture onsite content
- Create occasional flyers, posters, and promo materials
- Manage brand assets (logos, fonts, colors, templates)
- Update onsite signage and manage flyer stock/printing contacts
- Create non-social ads as requested

Email Marketing (Brevo)

- Design and send a monthly email newsletter
- Create and send monthly birthday emails
- Manage email lists and segmentation
- Track open rates, click-throughs, and conversions
- Grow email lists through online and in-store tactics
- Monitor email performance and make adjustments

Event Marketing

- Create event marketing plans and timelines (with GM)
- Create all promotional assets for events
- Manage internal flyer/poster distribution
- Capture live content during events
- Create post-event recaps and follow-up communications
- Add event participants who opt into communications to the email list
- Creations of Microsoft Forms for events when required
- Update Funopolis' website's homepage banners and event page (training provided)