



## Marketing Coordinator

**Title:** Marketing Coordinator

**Location:** Quincy, MA (In-office preferred, 1 day/week remote flexibility)

**Department:** Marketing

**Reports to:** VP of Marketing & Business Development

### About Stran

Stran Promotional Solutions is a top 20 promotional products distributor with over 30 years of experience helping brands connect with their audiences. We combine cutting-edge technology, global sourcing expertise, and award-winning creative services to deliver customized marketing solutions that drive impact.

### Position Summary

The Marketing Coordinator will play a hands-on role in the execution of Stran's corporate and client-facing marketing initiatives. This entry-level position is ideal for recent graduates or early-career professionals looking to gain broad experience across email, social media, content, and event marketing. The role is highly execution-focused, providing critical support to the marketing team while collaborating with sales, design, and operations.

### Key Responsibilities

- Build and execute email campaigns in HubSpot for both corporate and client-specific initiatives.
- Work with Marketing Communications Lead to build content for both email marketing and social media that aligns with Stran's brand voice.
- Work with the Hubspot Admin, Digital Marketing Lead to analyze results and optimize campaign performance.
- Execute Stran's corporate social media posting across LinkedIn, Facebook, Instagram, and other platforms.
- Track performance metrics to support strategic optimization.
- Collaborate with the design team to create assets for email and social campaigns.



- Assist in drafting and editing content for campaigns and posts.
- Experience with social / content creation / video editing is a plus
- Help the sales team identify and distribute the best marketing assets for client opportunities.
- Assist with event logistics for tradeshow, client events, and Stran-owned events.
- Provide onsite support for select events as needed (limited travel).

## Qualifications

- Bachelor's degree in marketing, Communications, or related field required.
- Hands-on experience with HubSpot (academic or internship experiences acceptable).
- Strong written and verbal communication skills.
- Highly organized, detail-oriented, and eager to learn.
- Ability to balance multiple projects in a fast-paced environment.
- Familiarity with social media platforms, project management tools (Monday.com, JIRA), and creative tools (Canva, Adobe Creative Suite) a plus.

## Work Environment

- Full-time role based in Stran's headquarters in Quincy, MA.
- In-office presence is strongly preferred; hybrid schedule with up to one work-from-home day per week may be considered.
- Limited travel for event support.

## Benefits

The Healthcare package we offer at Stran is (3) Aetna PPO plans. Stran also offers a section 125 Flexible Spending Account, Dental Insurance, Group Life Insurance, Short- and Long-Term Disability and Vision Insurance. Stran offers many ancillary insurances for you and other family members; critical illness and accident insurance. You are eligible to participate on the 1<sup>st</sup> of the month following 30 days of employment. Stran contributes 65% of the monthly health insurance premium and 35% to your vision and dental insurance. New for 2026, Stran now offers employee paid pet insurance!



You will be eligible to enroll in the Stran 401K retirement plan and Flexible Spending Account (FSA) on the 1<sup>st</sup> of the month following 90 days of employment. Stran will provide a company match of 3% of your annual compensation to your 401K.

Stran offers Unlimited Personal Time off. You must give at least two weeks' notice prior to taking time off whenever possible. All time off is at your manager's discretion and must be approved before any time off is taken.

Stran offers a generous holiday schedule each year, for 2026 Stran offers 11 paid holidays. Your employment with Stran is at-will, which means that either you or Stran may terminate the employee relationship at any time, with or without notice

## **Why Join Stran?**

At Stran, we pride ourselves on a culture that fosters collaboration, innovation, and growth. We've been recognized by PPAI as one of the Greatest Places to Work 2025, a reflection of our commitment to our people and our values. As a publicly traded company on the NASDAQ under ticker SWAG, we offer the stability of a well-established organization paired with the excitement of ongoing growth and transformation.

Employees at Stran have the opportunity to grow their careers in a supportive, high-performance environment where ideas are valued and professional development is encouraged. Beyond business success, we are committed to corporate social responsibility — from sustainable sourcing to community engagement — ensuring that our impact is positive for our clients, our employees, and the communities we serve.