

Editorial Coordinator Job Description

Open Position

Job Title: Editorial Coordinator

Reports To: Jennaca Markoe, Communications Manager

Position Type: Full-Time, Hourly, Remote, and Local

Work Hours: 8:00 a.m.–5:00 p.m. PST

Hourly Rate Range: \$29–\$31 per hour

Benefits Offered: Medical, Dental, Vision, Life, Flexible-Spending Accounts, 401(k) Plan, 401(k) Employer Match of 50% of Employee Contributions up to a 3% Employer Match

Position Summary:

Coordinate the execution and delivery of marketing materials by managing projects from post-draft review through design, approvals, and final distribution. Exercise critical thinking and situational judgment to determine and employ the appropriate next steps based on material type, audience, and distribution channel. This role combines administrative, organizational, and creative responsibilities, requiring exceptional attention to detail and strong communication skills. Serve as a central point of contact among writers, editors, designers, and other stakeholders to ensure deadlines are met, project progress is tracked, and content quality remains consistent. Coordinate line-by-line reviews, proofreading, version tracking, and dissemination across email, web, and print channels to ensure all content is on-brand and delivered on time. The ideal candidate is highly organized, detail-oriented, and able to manage multiple projects simultaneously. This position is preferably based in Petaluma, CA, though remote opportunities are available for the right candidate.

Core Responsibilities (% of Time)

Editorial Duties (65%)

- Manage marketing projects from writer handoff through final distribution, determining appropriate workflows and adjusting timelines to meet organizational priorities.
- Coordinate with project writers and graphic designer on layout and material finalization.
- Evaluate and edit copy for clarity, consistency, and accuracy, making editorial decisions that maintain brand standards without requiring management review for routine changes.
- Perform line-by-line content checks and proofreading at multiple stages to ensure quality, consistency, and adherence to approved drafts.
- Request HTML conversion of marketing materials, providing guidance, feedback, and context to designers and developers.
- Ensure approvals and manage version control, including routing materials to internal and external stakeholders.
- Coordinate with the IT Team to post materials online and to create HTML and web content.
- Own the full publishing lifecycle, including providing direction for posting, publication, and dissemination of completed materials.
- Manage email marketing, including scheduling, list segmenting, signoff, and reporting.

Rate Updates (15%)

- Process product rate changes by updating materials with new rates and effective dates.
- Coordinate internal reviews, finalize documents, and generate PDFs for distribution.
- Request HTML conversion for email notifications.
- Ensure digital accuracy by delivering updated materials to relevant teams, providing posting instructions, and verifying that all assets are correctly uploaded and linked.
- Maintain organized records and version control of all rate update materials.

Email Scheduling (10%)

- Prepare materials for email blasts, ensuring approved HTMLs are ready on schedule.
- Coordinate eblast setup, including determining audience and list segmentation.
- Verify email setup, confirm links, and request necessary postings.
- Track and manage email scheduling to ensure timely dissemination.

Legacy Competencies & Cultural Expectations (10%)*

Minimum Requirements:

- Bachelor's degree in Communications, Marketing, English, Journalism, Advertising, or related field
- 3–5 years of related experience
- Excellent attention to detail with strong proofreading ability
- Demonstrated organizational skills with ability to manage multiple projects simultaneously
- Proficiency in Microsoft Word, Excel, and PowerPoint, and Adobe Acrobat
- Excellent written and verbal communication skills
- Strong time management skills with a track record of meeting deadlines and adhering to complex project workflows
- Effective project management and problem-solving abilities
- Ability to adapt to changing priorities and work effectively within a team

Preferred Requirements:

- Solid understanding of fixed indexed annuities and the financial services industry
- Good working knowledge of current legal/regulatory/compliance requirements related to insurance marketing activity
- Familiar with AP style guidelines

***Legacy Competencies & Cultural Expectations**

- Communicate Effectively – Build strong relationships through proactive and constructive communication
- Strive for Continuous Improvement – Pursue excellence in everything you do
- Remain Flexible – Support team and organizational needs beyond core responsibilities
- Align with Performance Goals – Deliver outcomes that support individual, departmental, and company goals
- Solve Problems Constructively – Address challenges with positive solutions and shared accountability
- Recognize and Elevate Others – Celebrate success and contribute to team momentum
- Support Team Growth – Share knowledge and participate in training and development