

Part-Time Job Opportunity with a rapidly-growing company in a fast-moving industry

Position: Marketing Coordinator

Schedule: 20-25 hours per week (part-time, and subject to change)

Compensation Commensurate with Experience

Requirements:

1. 2 years' experience (preferably within a digital agency)
2. High proficiency in Microsoft Office
3. Ability to learn quickly
4. Ability to work under short deadlines
5. Orientation to detail

Duties include, but are not limited to:

- Working with the sales force and sales manager to design and execute weekly e-mail campaigns
 - Researching marketing data and target prospects (in coordination with the sales force)
 - Working within ACT (Customer Relationship Management System) to keep updates of prospects and customers. This involves uploading new contacts, editing contact information to keep it current, and removing obsolete contacts.
 - Building lists of prospects
 - Researching current trends in various industries
 - Assisting the office manager and the account management and fulfillment department with tasks
 - Uploading and managing data from prospect-building websites and other sources
 - Keeping data files neat and organized
 - Sending out weekly mailers with brochures and other sales literature
 - Maintaining a library of case studies and links
 - Supporting the sales team with preparation of RFP's (Request for Proposal)
 - Keeping the sales force updated with marketing statistics, such as click-through rates, other metrics and analytics
 - Other administrative duties as they become necessary
 - Picking up the mail daily before 3:30 p.m.
- All inquiries please reply to: tmay@brandmovers.com