

Job Description

Position: Sales & Marketing Coordinator

Location: Atlanta, GA

Reports to: Vice President, Client Development

Summary:

This role provides sales and marketing support to the agency sales efforts, helping execute on marketing initiatives and senior level sales engagements through name identification and marketing research, utilizing subscription and online sourcing tools, social media and direct investigation and discussion.

The primary goal of the marketing coordinator is to tee up strong target prospect lists for company marketing efforts. The candidate will work closely with our cross-functional teams and heads of operations as well as with all functional and subject matter experts within the agency.

Broad exposure to the agency's operations including photography, video, technology, marketing strategy, creative development and production of client jobs will aid in the rapid in the development of the marketing and sales coordinator.

This is an ideal role for a recent college graduate with 2+ years of experience, seeking to join a firm with a good career track and growth potential.

Day to day tasks

- Ongoing development and maintenance of the agency's prospecting database
- Campaign coordination
- Direct support of the end-to-end new business development & pitch processes
- Project management and trafficking of all internal sales and marketing projects including email, digital marketing, social media, trade shows, collateral, case studies and ongoing maintenance and library duties for all supporting content
- Execution of response to inbound inquiries, RFP responses, routine sales follow up and lead nurturing activities
- Assistance in the development of and adherence to agency best practices for all marketing processes

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- Development and maintenance of agency social media channels
- Industry trends and competitive research
- Sales database & pipeline updating and reporting

Desired Skills

- Bachelors Degree in Business, Marketing or Liberal Arts/Communications
- 2+ years of experience in marketing, account management, sales, support
- Very astute with social media and great computer skills including CRM/Contact management systems, Apple Keynote and light HTML and image processing skills
- Outgoing personality that enjoys customer interactions
- Creative problem solving skills
- Excellent writing skills
- Self-confidence, flexibility and sense of humor
- Results driven attitude with a hunger for success