

INSIDEARM

MARKETING COORDINATOR



ABOUT THE JOB

insideARM and the iA Institute seek a motivated, skillful Marketing Coordinator to assist with the comprehensive marketing strategy for insideARM. This will include (but will not be limited to) media management, project coordination, graphic design, copywriting, email marketing, social marketing, event marketing, and website design.

We have a strong, established and respected brand and we need help expanding our audience. There is ample opportunity here for a motivated marketing professional to build new skills and take over projects quickly. If you love digging into creative marketing projects, making systems clear and organized, and making things that resonate with people, you really should apply for this job.

DUTIES

- Email marketing tactical work, to include blast scheduling, blast design, MA sequence blast design, automated campaign design, and blast copy for iA products and events as well as for partner blasts / campaigns
- Updating / managing all landing pages / promotional websites with a particular emphasis on coordinating sponsor assets and making sure they're presented appropriately
- Coordinating digital advertising design, delivery and schedules (i.e., scheduling ads, ensuring that time-dependent digital content / advertising has been placed or pulled accordingly)
- Designing digital collateral, to include, but not limited to: digital ads, iA general promotional materials, conference slides, sales materials, landing pages, and conference brochures
- Managing social promotion (i.e., maintaining posting schedules, creating content by digital channel and reporting on engagement / exposure / conversion metrics)
- Supporting the CGO in establishing and evaluating a marketing strategy and plan by analyzing and assembling sales forecasts, updating calendars and organizing and planning promotional presentations
- Communicating campaign deliverables, objectives and timelines to their team while providing instructions for promotion or use
- Continually seeking and researching new sources of prospective customers while providing recommendations to marketing and sales leadership

QUALIFICATIONS & EXPERIENCE

- An organized, motivated and creative self-starter, with the ability to work independently and in a team environment
- Strong written and verbal communication skills are essential. Must understand how to craft tight, clear, compelling copy that can inform and convert extremely quickly. Should also be proficient in communicating clearly with stakeholders across iA as well as with vendors, contractors, freelancers, customers and prospects.
- Excellent interpersonal skills for representing iA during events, digital events, presentations, media events, and more.

QUALIFICATIONS & EXPERIENCE, CONT.

- Project management experience and time-management skills for juggling numerous time-sensitive projects simultaneously. Familiarity with project management software is also an asset.
- Basic understanding of digital advertising metrics, marketing automation tools, word processing and graphic design programs.
- Ability to generate reports, viewing marketing metrics, extracting data and sharing this information with other team members in project updates. Working knowledge of basic computer applications, programs and features is a must. Experience in website and/or graphic design would be very helpful. As would experience with iterating and optimizing creative campaigns.
- Ability to provide information on previous campaigns, projects and timelines overseen and implemented in order to demonstrate overall capabilities.
- Knowledge of the financial services market in general and the asset receivables side of financial services specifically would be a big plus, but is not necessary.

KEY BENEFITS

- Work directly with a seasoned CGO on marketing for a wide range of events and products
- Work in all aspects of digital marketing, from email to website design, landing page design, SEO/SEM, influencer, social (organic and paid), video, marketing automation, data-driven marketing, and more
- Remote work culture with opportunities to connect with coworkers in person (when it's safe to do so)
- Opportunities for varied, creative work and project ownership
- Generous leave policy
- Medical, Vision, Prescription Drug

Interested? Please email resume, cover letter and 3 representative examples of your work to: aaron@insidearm.com. Please use the subject line "Application; iA Marketing Coordinator"