

Title: Marketing Coordinator	Department: Sales and Marketing
Location: Clifton	Reports to: Vice President of Marketing

Overview

Warm Thoughts Communications is a rapidly growing, national, full service marketing agency serving the residential energy industry. We create marketing solutions across a broad range of channels including digital, social, print and direct response, advising our clients on business development, revenue growth and profitability. Our vision is to solve our clients' most important sales, marketing and business challenges.

As marketing coordinator, you will play a key role in the sales and marketing of the company. You will work with the vice president of marketing services to develop and execute the marketing strategy, manage the company marketing calendar, manage the lead and sales funnel, and create and deliver content for marketing communications, advertisements, social media, etc. You will be a liaison between the management team, external vendors, in-house creative and production teams to help us meet our sales and marketing goals. You will report directly to the vice president of marketing services.

This is a full-time, in-house position located in our office in Clifton, NJ.

Responsibilities

- Develop and execute company marketing plan and calendar.
- Create content and promotions to share across the digital spectrum.
- Coordinate trade shows, speaking engagements and other industry events.
- Track and input all sales and lead tracking information through the Sharpspring marketing automation platform
- Manage and update customer and prospect database
- Manage company website and track google analytics
- Collaborate with social media team to promote the company on social platforms
- Coordinate the placement of advertisement and articles in industry trade publications
- Facilitate communication between company management and internal design team to execute projects on time.
- Manage library of client testimonials, material samples, proposals and agreements
- Develop a deep understanding of the residential energy industry.
- Participate in ongoing training efforts.
- Attend national and regional trade shows to promote the various marketing programs.

Other duties may be assigned.

Qualifications

- 2+ years of experience in a marketing coordination function in an agency or client-side business.
- Superior writing skills (writing background or education a plus)
- Digital services industry experience and knowledge (such as search engine optimization, paid search, social media, etc.)
- Experience tracking marketing ROI across multiple platforms and projects.
- Experience with the Sharpspring (or similar) automated marketing platform is desirable
- Strategic insight and analytical skills.
- Superior interpersonal capabilities.
- Superior multi-tasking, organizational, decision-making and self-motivating skills.
- Excellent attention to detail required.
- Solid computer skills including the entire Microsoft Office suite.
- Bachelor's degree (B.A. or B.S.) from a four-year college or university with a focus on marketing
- Proven experience working in a collaborative environment.