

Account Coordinator

Location: Remote

Department: Association Programs and Account Management

Reports to: Program Director and Vice President, Operations

Overview

If you love being the "glue" that holds things together, then this role is perfect for you! The Account Coordinator is in the center of some of our largest and most important client marketing programs, with the opportunity to directly influence the success of each program and influence the overall success of our business. In this role, you will provide support for the execution of the marketing programs that we manage for our association clients, and ultimately for other clients as well. This is a growth-oriented position leading towards becoming an account manager. Part of your responsibilities will be to learn the role of an AM and to train for ultimately taking on those responsibilities. This training will include participating in client meetings, learning about digital programs, tracking metrics through Google Analytics and Facebook Insights, and much more. You will report to our Program Director and to our Vice President of Operations.

Responsibilities

- Track and input all client program metrics and data
- Manage and update spreadsheets, material shipments, feedback forms, and database.
- Schedule, coordinate and confirm presentations
- Monitor digital campaigns to ensure strong performance
- Oversee social media campaigns
- Track and manage paid advertising (Facebook and Pay Per Click) campaigns
- Facilitate communication between company, clients and targets to ensure smooth operation
- Conduct outbound calls with target audience
- Generate meeting appointments via phone and email communication
- Handle administrative tasks for association marketing programs
- Traffic marketing projects through the workflow and ensure high quality of execution
- 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 administration or marketing coordination function.
- Energy industry experience helpful but not required: oil and gas, utilities, or HVAC.
- Experience with scheduling meetings and event coordination a plus.

- Ability to work with a team of employees to achieve the desired outcomes across a variety of marketing and communications projects.
- Strategic insight and analytical skills.
- Superior interpersonal capabilities.
- Excellent oral and written communication skills.
- 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
- Proven experience working in a collaborative environment.