



Title: Marketing Coordinator

Job Description:

The Marketing Coordinator is responsible for developing and implementing marketing and advertising campaigns; tracking sales data; creating and maintaining promotional materials; working with external vendors; planning meetings and trade shows; maintaining databases; preparing reports.

Responsibilities:

- Partner with Marketing Manager to develop, strategize, manage, and implement all automated email campaigns to increase engagement, retention and revenue.
- Handle the creative design, delivery, customer list creation and segmentation, personalization and messaging, scheduling, analytics and test-and-learn strategies for all email marketing communications.
- Manage content schedules for email, social media, blog, and industry/association publications.
- Design user segments and implement automated email journeys for a variety of customer types.
- Deliver analysis and reporting of campaign and operational email performance; communicate results and provide/implement improvement recommendations.
- Identify enhancements needed to increase email list growth, decrease opt-out rate and increase email performance.
- Manage all lead reporting and setting follow-up tasks in Salesforce.com account.
- Responsible for managing Hubspot account including creation and tracking of email campaigns, contact management, and social media management.
- Be responsible for timely, accurate updates on XB website via WordPress platform which may include, but not be limited to: drafting and revising text, creating new pages as needed, and enhancing web functionality for marketing purposes.
- Actively research prospects, companies, trade shows/events and industry verticals for new business opportunities.
- Assist in managing XBInsight assessment platform.

Qualifications:

- Bachelor Degree Preferred.
- 1-3 years of experience in marketing
- Working knowledge and understanding of HTML, CSS, XML, Excel, Google Analytics
- Understanding of email marketing best practices and response optimization techniques.
- Experience making data-driven decisions using analytics, A/B testing, and campaign reports and dashboards.
- Exceptional combination of strategic thinking and hands-on execution.
- Strong project management and multi-tasking skills.
- Ability to operate in fast-paced, rapidly changing environment.
- Experience working with Hubspot or Salesforce a plus.