

Marketing Coordinator

Experience: Entry - 1 year

Education: College degree in marketing, communications, related field preferred

We meet at last!

You're looking for a great place to get started in marketing. You've got some ideas, maybe even some job leads, but you're not sure what kind of role or company is the best fit for you (those job emails you keep getting can say "great entry level marketing position," but you definitely know it's some sort of pyramid scheme sales thing you don't want any part of). Well that's fantastic, because we think you hit a home run by finding your way to us.

Expectations

We're looking for a "marketing coordinator," which is corporate speak for jackofalltrades to who can both own and manage projects, as well as help where help is needed on the marketing team. We want to build your skills and give you experience in a variety of marketing capacities – a marketing buffet, if you will – to help you get a better idea of what you want to focus on as you pursue your marketing dreams.

What will you be doing?

We want to keep you busy with anything but busy work. In other words, none of this is "just another meaningless task." You're better than that and so are we. Projects you'll be involved in out of the gate may include:

- Coordinate marketing projects. Of course! May include working with other departments or just within the marketing team...you'll definitely meet some new faces beyond your marketing peers.
- Plan and manage events. This could be big trade shows or small gatherings we're hosting at the office.
- Research swag for trade shows and company events. What's worthwhile and what is just junk...and of course, what fits the budget?
- Manage gathering of info for company award applications. Track our contributions to the community throughout the year and work with our content manager to fill out applications that get us the recognition we hope we deserve.
- Provide research for white papers, blog articles and other content focused on industry insight. Help our content manager find relevant info and data that we can use to help our endusers and clients succeed; people helping people, ya know?
- Write and distribute internal communications. Company event invites, for example.
- Help with social media strategy and execution. And not just posting things for the sake of posting things; we want you to learn the real strategy behind social and help us build messaging that resonates with our audience.
- Provide ongoing project analytics. What type of blog headlines are getting the most opens, what kind of social media posts generate the most clicks, etc...
- Manage budget and invoice process. Make sure we're in the black with tradeshow, promotional, advertising and other budgets.

- Participate in brainstorming, strategy and planning sessions. We're a team, and that means your voice and ideas are a must have at every meeting.

Depending on your strengths (and don't worry, we'll help you get there), we want you to eventually be able to...

- Write press releases.
- Update brochures and fliers as needed using Adobe programs.
- Write blog posts.
- Upload content to the website.

What's in it for you? Opportunity!

Good at writing? We'll give you opportunities to show us in meaningful situations, and we'll help you get even better at it along the way. Have an eye for design, Photoshop, etc.? We'll make sure you're involved in projects that let your creative side shine. Not sure what you're strong suit is? You'll find it working with our marketing team.

This isn't a glorified internship, but we also don't expect you to set the world on fire when you walk through the door. We want you to **express your ideas, work hard, and be willing to learn**. If you do that, you'll fit in with the team and the company, and you'll be building a strong foundation of skills and experiences to build your career on. At Powernet, there is ample opportunity for growth and mobility within marketing or even in other departments, if that's what you want to pursue. If you're as awesome as we hope you are, we definitely want to keep you on the team.

Send us your resume – We want to hear from you!