

Marketing Coordinator
Member of New Business Team

Reports to: Marketing Director

Status: Regular Part Time, Non-Exempt, 30 hours per week with the ability to flex-up during peak times

Hourly Rate: \$20-\$22/hr.

Love & Company

Love & Company, based in Frederick, Maryland, is a national leader in senior living marketing, research, branding, advertising and sales management. We take pride in having a top-notch team of creative marketing professionals with extensive experience in their specific areas of expertise as well as senior living.

Position Overview

The Marketing Coordinator provides administrative support to the new business team. Under the direction of the marketing director, the marketing coordinator prepares weekly and monthly reports and assists with logistics for the company's conference and webinar schedule. The marketing coordinator also assists in maintaining the company's CRM, assists in the organization and maintenance of the team's proposal and presentation library, and coordinates proposal and presentation assembly and response.

This is an in-office, non-remote position located at Love & Company in Frederick, MD.

Primary Responsibilities

- ❖ Prepare weekly and monthly marketing reports
- ❖ Assist with conference and webinar logistics
- ❖ Assist in maintaining the company's CRM
- ❖ Assist in the organization and maintenance of the New Business Team's proposal and presentation tool box library
- ❖ Coordinate proposal assembly and response
- ❖ Coordinate presentation assembly

Detailed Responsibilities

- ❖ Prepare weekly and monthly marketing reports
 - Gather marketing data for reporting (weekly)
 - Update marketing budget (weekly, monthly)
 - Create new biz opportunities report (monthly)
- ❖ Assist with conference and webinar logistics



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- Monitor state organization memberships, and opportunities to participate in webinars, networking events, and speaking engagements (monthly)
- Update conferences schedule/Google sheet (monthly)
- Support event planning and logistics as needed (e.g. LeadingAge Annual, LeadingAge PA)
- Coordinate conference travel logistics for staff (as needed)
- Support monthly webinar logistics and conferences promotion (as needed)
- Update and submit PPT presentation files for speaking engagements and webinars (as needed)
- Coordinate logistics for delivery of conference materials (as needed)
- ❖ Assist in maintaining the company's CRM, Hubspot and WMJ
 - Clean WMJ of old or closed contacts; update contacts that have moved (weekly, monthly)
- ❖ Assist in the organization and maintenance of the New Business Team's proposal and presentation tool box library
 - Keep library current with most recent versions of boilerplate proposal and presentation sections
- ❖ Coordinate proposal assembly and response
 - Compile boilerplate and customized proposal sections as directed by the Marketing Director
 - Coordinate final proposal proofing, production and delivery
- ❖ Coordinate presentation assembly
 - Compile boilerplate and customized presentation sections as directed by the Marketing Director
 - Coordinate final presentation proofing
- ❖ Other duties as assigned

Qualifications

This is an in-house, junior-level, business development position based in Frederick, Maryland.

- ❖ Two to three years of administrative or executive support
- ❖ Advanced knowledge of Microsoft Office (Word, Excel, PowerPoint). Basic knowledge of Macintosh computers is helpful.
- ❖ Excellent organizational and communication skills.

- ❖ High School diploma (College degree preferred).
- ❖ Proofreading skills are a plus.

Application Details

To apply, please submit online at: <https://loveandcompany.com/careers/>:

- ❖ A detailed letter explaining why you are interested in the position, the strengths and benefits you can bring to the firm, and the experience you have in the above areas
- ❖ Your resume
- ❖ Your recent salary history and salary requirements

NOTE: Resumes will ONLY be accepted with a cover letter and salary requirements.

Love & Company is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.