

MARKETING COORDINATOR

Member of New Business Team

Reports to: Marketing Manager

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

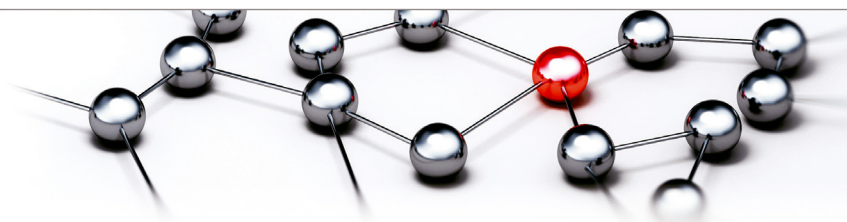
LOVE & COMPANY

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 manager, the marketing coordinator assists with logistics for the company's conference and webinar schedule, coordinates proposal and presentation assembly and response, and assists in the organization and maintenance of the team's proposal and presentation library. The marketing coordinator also assists with daily and long-term maintenance of the company's CRM, and preparation of regular marketing reports.

Due to pandemic conditions, this is currently a remote-only position. When Love & Company returns to an in-office environment, this position will be located in Frederick, MD.



PRIMARY RESPONSIBILITIES

- 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 toolbox library
- Coordinate proposal assembly and response
- Coordinate presentation assembly
- Prepare weekly and monthly marketing reports

DETAILED RESPONSIBILITIES

- Assist with conference and webinar logistics
 - Monitor state organization memberships, and opportunities to participate in webinars, networking events, and speaking engagements (monthly)
 - Update conferences schedule/Google sheet (monthly)
 - Update conferences budget (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)
 - Initiate, 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
 - Clean HubSpot of old or closed contacts; update contacts that have moved (weekly, monthly)
 - Enter new webinar leads and update existing leads immediately following each month's Love & Company webinar



- Assist in the organization and maintenance of the new business team's proposal and presentation toolbox library
 - Assist with creation and formatting of documents to help build 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 manager
 - Coordinate logistics for proposal assembly and final proposal proofing, production and delivery. May include: drafting proposal schedules and scheduling internal meetings
- Coordinate presentation assembly
 - Compile boilerplate and customized presentation sections as directed by the marketing manager
 - Coordinate final presentation proofing
- Prepare weekly and monthly marketing reports
 - Gather marketing data for reporting (weekly)
 - Update marketing budget (weekly, monthly)
 - Create new biz opportunities report (monthly)
- Other duties as assigned

QUALIFICATIONS

This is a junior-level position on the new business team. The individual should have the following experience and capabilities:

- 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 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.

