

Title: **Marketing Coordinator – Strategic Partner**

Reports to: **Marketing**

About CleanSlate

Founded in 2000, CleanSlate Technology Group (CSTG) is a technology consulting firm and an IBM Platinum Business Partner. We specialize in building modern applications and products that move businesses forward. From custom cloud-native application development to modernized legacy systems, we build and deploy solutions that deliver greater agility, faster speed to innovation, and more resiliency to handle whatever the future brings. As an IBM Platinum Business Partner we are experts at helping clients navigate the complexities of IBM software licensing. For more than 20 years, we've partnered with organizations to get the most possible out of contract negotiations, ensure license compliance, and protect them from costly audits. Our constant vigilance means clients can focus on staying competitive, not staying on top of their IBM agreement. At CSTG, we believe that when you combine the power of technology with brilliant ideas, the sky's the limit.

Marketing Coordinator

We are looking to add a Marketing Coordinator to our team. If you are passionate about marketing programs and coordinating these efforts, this may be the ideal opportunity for you. As a Marketing Coordinator with CleanSlate Technology Group you will be involved in all areas of marketing, including branding, writing and editing content, running campaigns on social media and tracking these efforts. If you enjoy a fast-paced and high-energy technology company and want to help promote our creative and solution-driven experts to provide solutions to enable our clients to grow their business, then this is the job for you.

Responsibilities:

- Support the marketing department's initiatives with the planning, executing, and tracking of marketing programs such as email, event, social media, paid media, PR, SEO, website content updates, and content marketing
- Lead social media activities to improve and enhance our social media presence
- Lead email marketing activities including copywriting, scheduling, testing, sending as well as database management
- Assist with the paid media program through keyword & audience research, budget forecasting, ad copywriting, campaign performance monitoring and optimization
- Assist with the earned media program through the identification of media coverage opportunities, maintaining solid working relationship with external PR agent, and coordination of content
- Assist with the organic search optimization program through keyword research and on-page optimization efforts (e.g. tweaking H1, title, meta)
- Create, proofread, and edit copy for various content marketing initiatives (e.g. blogs, video, newsletters), ensuring a consistent voice and tone
- Assist with the design and implementation of successful marketing campaigns



- Set up tracking systems for online marketing activities. Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive reports. Prepare marketing activity reports and metrics for measuring program success
- Coordinate product, event, or and content email marketing campaigns, including copy, scheduling, testing, and database management
Create, proofread, and edit copy for various marketing channels, ensuring a consistent voice
- Manage relationships with external vendors to ensure high-quality and timely execution of marketing programs, and to ensure competitiveness
- Assist in the development and implementation of the company's brand strategy
- Further knowledge and education through workshops, research, and seminars, and share best practices, and local marketing ideas and tactics with the team
- Assist with communicating campaign objectives, timelines, and deliverables to the sales and leadership team, and provide instructions for use or promotion
- Maintain a directory and inventory of sales support materials, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed
- Bring ideas on how to improve
- Take ownership of initiatives and results to drive and execute per company direction

Requirements:

- 2-5 years of experience in a marketing capacity (agency or in-house)
- Bachelor's degree in business administration, marketing, communications, or a related field
- Excellent written and verbal communication skills
- A firm grasp on various marketing platforms, channels, and best practices, including social, digital, and email marketing
- Self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines
- Strong analytical skills to analyze metrics and create reports
- Familiarity with various marketing platforms: analytics (Google Analytics), paid media (Google Ads, LinkedIn, Bing), SEO, social (LinkedIn), website content management (Wordpress), marketing automation (HubSpot) and customer relationship management (Salesforce)
- Outstanding copywriting and proofreading skills
- Event Planning and Execution
- Ability to understand Technical concepts and audience