

Marketing Coordinator

About the Job

Umajin, Inc. is looking for a *Marketing Coordinator* for a full-time role in the greater Boston area.

General Summary

Under general supervision of the CEO and VP of Sales, involved in coordination, planning and execution of customer-facing and/or internal facing activities generating brand, product, and program awareness, obtaining leads and boosting conversions.

Essential Functions

- Tactical support for all communication and marketing efforts, writing is critical
- Ownership of the content pipeline
- Maintains comprehensive database of all marketing and communication projects flowing through the department
- Prepares regular content project status reports and provides preliminary analysis to management-weekly, monthly as needed
- Trains other staff and business partners on info request, traffic or tracking systems
- Maintains and updates lead process documentation
- Maintains the landing page / ad creation process
- Advises, recommends, and builds out content calendar
- Serves as a subject matter expert and resource for Hubspot and social media platforms

Job Specifications

Typically has the following skills or abilities:

- Three to five years of direct experience with at least one year providing communication and or marketing support
- Ability to understand, follow and communicate department and company policies and procedures internally and externally
- Solid working knowledge of MS Office, PowerPoint, Word and Excel. Salesforce, Hubspot and other marketing platforms a plus.
- Strong analytical skills required
- Ability to write and present clear and concise messaging
- Excellent verbal, written and interpersonal communication skills
- Excellent organization skills, detail oriented and ability to multitask
- Strong project management skills and experience managing key projects

Work Environment

- The working environment is a fast-paced software company with operations in multiple countries. You will support the design, development and distribution of key marketing messages to partners and customers, Web, email and social channels in addition to print materials will be part of the regular routine. Candidate must be flexible and able to quickly and effectively change priorities and direction.