



Chazin & Company

NONPROFIT ACCOUNTING AND FINANCE SOLUTIONS

MARKETING COORDINATOR (Full-time Position)

This is a rewarding opportunity for a highly motivated marketing professional who wants to develop their skills and join a growing marketing and sales team with a passion for serving the nonprofit sector. As a team member of Chazin & Company – a premier provider of virtual outsourced accounting services for nonprofit organizations – the Marketing Coordinator will work closely with the Marketing Manager to develop and execute a comprehensive marketing plan to drive growth in specific geographic regions as well as existing and new micro-verticals.

Responsibilities of the Marketing Coordinator:

The Marketing Coordinator will assist with the execution of the marketing strategy at the direction of the Marketing Manager. The successful candidate will have experience with digital marketing, analytics, lead generation and pipeline development, content creation, and at least one CRM platform. B2B experience a plus. Responsibilities could include any or all the following:

- Assist in the development and implementation of the company's brand strategy
- Collaborate with the marketing manager to align our internal goals with new and existing partner relationships.
- Manage partner relationships ensuring all deliverables are met, measure and report the results of various initiatives with partners including co-created and/or co-branded content promotions, lead sharing, and/or event partnerships
- Write effective SEO content (B2B)
- Maintain a directory and inventory of sales & marketing support materials, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed
- Continually seek and research new sources of prospective customer data, and provide recommendations to sales and marketing leadership
- Oversee production schedules for any planned advertising or printed pieces. Write copy, proof materials and distribute as necessary
- Own the day-to-day coordination of marketing campaigns for a range of offers, experiences, and initiatives including but not limited to exhibitions, performing arts, public programs, tickets events, and brand awareness campaigns.



Email

info@chazinandcompany.com



Phone

(301) 740-8841



Website

www.chazinandcompany.com

Qualifications of the Marketing Coordinator:

- Bachelor's degree in business, marketing, advertising, or communications
- Past work experience as a marketing coordinator or similar role in a B2B setting
- Knowledge of digital marketing and content marketing
- Experience working with a CRM system
- Excellent writing, communication, and presentation skills
- Ability to foster collaborative relationships with key external stakeholders and can work effectively and respectfully with a diverse group of people
- Ability to work effectively and efficiently remotely and with a remote team

Benefits:

Chazin & Company offers competitive salary and benefits: 401(k) matching, medical and dental plans and PTO. We are a company committed to quality work, quality people and giving back to the community.



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