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**Job Title:** Marketing Coordinator

**Location:** Macon, GA

**Company Overview:** We are a dynamic IT and low-voltage technology integration company committed to excellence and client satisfaction. Our team embodies grit, ownership, emotional maturity, and a concierge mindset, ensuring we deliver exceptional solutions and care for our clients. We pride ourselves on hard work and taking care of our clients with a dedicated sales account management team backed by exceptional service departments.

**Job Summary:** We are seeking a Marketing Coordinator to join our team. This role is multifaceted, combining marketing responsibilities with office administration and sales assistance. The ideal candidate will bring fresh marketing ideas and modern methods to enhance our professional image and drive new business.

**Responsibilities:**

**Marketing:**

- Manage logos, print marketing materials, swag, and overall brand guidelines.
- Act as the point-person with any 3<sup>rd</sup> party marketing firms and initiatives.
- Create vendor-line cards.
- Manage social media platforms (Facebook, LinkedIn, etc.), including project pictures, videos, and holiday content.
- Create case studies.
- Drive and manage LinkedIn profiles for the sales account management team.
- Assist in trade show planning, setup, and attendance.
- Engage with the Chamber of Commerce.
- Manage ZoomInfo account and conduct prospect research.
- Manage our website, Google profiles, and engage in SEO
- Plan and execute email campaigns for prospects and existing clients.
- Assist in planning the annual marketing plan and budget.
- Manage press releases.

**Sales Assistance:**

- Track leads (open, sold, lost).
- Assist VP of Sales with organizational duties.

**Office Administration:**

- Manage weekly groceries and office supplies.
- Serve as liaison for cleaning, repairs, and other office-related tasks.

**Skills and Qualifications:**

- Proficiency in Microsoft Office tools.
- Experience with graphic design tools.
- Basic understanding of web design (WordPress preferred).
- Ability to learn and utilize new tools (e.g., ZoomInfo).
- Strong organizational and multitasking skills.
- Excellent communication and interpersonal skills.
- Creative and innovative mindset.

**Compensation:**

- Salary: \$40K to \$50K
- 1% of margin from new, marketing-driven leads

**Key Performance Indicators (KPIs):**

- Number of leads generated per month
- Percentage of leads run
- Percentage of leads sold
- Total revenue generated from leads

**How to Apply:** Please submit your resume and a cover letter detailing your relevant experience and why you are a great fit for this role.

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