



SIGMA Marketing Insights Open Position Description

Account Coordinator

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Position Summary

The Account Coordinator plays an important role supporting the account management team by planning and executing deliverables while continuously managing client needs. Account Coordinator reports to Account Director and works in unison to continually seek out ways to add value to client-SIGMA relationship. Account Coordinator will play a large role, interacting with clients and partners to ensure deliverables are met.

Responsibilities

Account Coordinator responsibilities include, but are not limited to:

- Organizes project files and maintains project status updates to meet client deadlines
- Works with both internal and external teams to coordinate resources to ensure the timely delivery of projects
- Serves as the contact for client communication regarding project planning, execution and management
- Proactively communicates with clients in a professional, efficient manner
- Develops and maintains a working-level understanding of assigned client's industries, company culture, products/services and strategic communication plan
- May assist in implementing campaigns through marketing automation tools when needed
- Project management in direct marketing campaigns, email campaigns campaign targeting, data management and quality control, marketing technology implementation or management, and campaign reporting.
- Exhibits flexibility and willingness to learn new technologies and document processes for efficiency

Preferred Experience and Skill Set

- 1-3 years' experience in project or account management
- BA/BS in Marketing, Communications, Business Administration, or relevant work experience
- Experience with marketing efforts involving data management, marketing technology
- Experience with digital marketing and digital marketing platforms a plus
- Excellent verbal/written communication skills, both internally and with clients



- Initiative and ability to work in a team environment
- Proactive planning and organizing around both anticipated and uncertain client deliverable schedules
- Proficiency with MS Office Suite
- Familiarity with one or more marketing automation tools such as Google Analytics, Salesforce Marketing Cloud, Hubspot
- Familiarity with Microsoft Dynamics or similar CRM tool
- Basic understanding of HTML a plus
- Familiarity with Digital Asset Management platforms a plus
- Ability to work in a fast paced environment

To apply for this position at SIGMA, go to sigmamarketing.com and:

1. Download and complete the job application
2. Send your résumé, cover letter, and the completed employment application to:
Laurie Gilzow, Human Resources @ lgilzo@sigmamarketing.com