

Account Coordinator – SIGMA Marketing Insights

SIGMA is a marketing-driven data and insights partner that helps organizations manage, clean, analyze, model and integrate their data. With over 30 years of experience, our data scientists, analysts, technology solutions architects and client engagement leaders deliver a practical roadmap, strategically designed to focus on marketing efficacy, sales improvement, and product evolution, through operational efficiencies and beyond. Through data, insights and strategy, SIGMA offers comprehensive, customized and flexible solutions for all of our clients, helping them transform their business.

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.

Essential Duties and 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
- Will take a lead role in implementing digital marketing campaigns for clients (training will be provided)
- Project management in digital marketing 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
- 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 platforms such as Google Analytics, Facebook Ad Manager, Adroll, LinkedIn, Google PPC, YouTube, Salesforce Marketing Cloud or Hubspot a plus
- Basic understanding of HTML a plus
- Ability to work in a fast paced environment

SIGMA Marketing Insights is committed to the policy of equal employment opportunity. This policy expressly prohibits discrimination on the basis of sex, race, color, religion, creed, national origin, age, marital status, sexual orientation, disability, genetic predisposition or carrier status, veteran status or status as a member of any other protected group or activity.