

JOB DESCRIPTION

Sales & Marketing Coordinator – US Market

The role of the Sales & Marketing Coordinator is to help with the execution of our demand generation strategy for our US operations.

In this role, you will work closely with US Sales and the rest of the Marketing team to implement effective sales and marketing initiatives - with the goal of driving new business pipeline, supporting customer retention and growing revenue.

We are seeking to fill this position with an enthusiastic, detail-oriented individual, with a strong work ethic and a commitment to teamwork.

This position reports directly to the Chief Marketing Officer. The role is based at our Headquarters in Reading, UK but the right candidate will need to show flexibility with their hours as they will be dealing with the US team (based on the East Coast) and will therefore be expected to occasionally work in line with US time zones.

Main Responsibilities:

- Maintain accurate contact data for US customers and prospects; manage email bounce backs/unsubscribe requests, upload new data into CRM etc.
- Triage leads and assign them to the right people within the sales organisation
- Help with the execution of all demand generation activities including: email campaigns, social marketing, webinars, tradeshow & events etc.
- Maintain and drive local content for the US website
- Manage all marketing admin tasks for the US market: business cards, raising supplier orders/purchase orders, ordering stock, creating reports, sourcing images, adapting corporate materials, helping with creating, designing and proofreading marketing materials aimed at the US market etc.
- Assist with content creation: copy-writing for emails, blogs, news, web pages etc.
- Monitor and support social media: posting content, respond and engage etc.
- Help gather and analyse market data
- Gather and keep accurate marketing metrics to benchmark and measure success
- Ensure the sales team have access to the necessary collateral and sales tools incl. PowerPoint presentations, customer case studies etc.

Qualifications / Experience:

- A team player and continuous learner
- Skilled at being effective in a small and lean organisation
- Strong written and verbal communication skills
- Professionalism, hard-working, committed and creativity
- Capable of managing and prioritising multiple projects simultaneously

- Excellent organisational and follow-up skills, as well as attention to detail
- Ability to readily adapt as priorities shift to meet business needs
- Adhere to deadlines
- A passion for anything marketing
- A drive for success