



Job Description: Marketing Coordinator

Job Summary:

The Marketing Coordinator is responsible for supporting the development and execution of marketing campaigns to support business goals and objectives. This role will require creating high-quality visual content, managing the company's brand guidelines, and ensuring consistency across all marketing channels. The Marketing Coordinator will also coordinate and manage events, conduct and document competitor analysis, and manage file organization. This position will also conduct SEO analysis, organize web collateral for website updates, and keep up-to-date with industry trends. The Marketing Coordinator will be expected to communicate with the Marketing Director, attend weekly team meetings, and organize and keep track of projects through the company's project management system. This role will require excellent attention to detail, strong project management skills, and the ability to collaborate effectively with cross-functional teams.

About IEI: We are a national think tank of innovative school superintendents and our partners in the K12 industry who gather for important discussions about how to best meet the challenges of ensuring achievement for all students in our public schools. We are a rapidly growing startup company powered by passionate, hard-working people who believe in the mission of our work.

Job Duties:

- Assist in the development and execution of marketing campaigns that align with the company's business goals and objectives.
- Create high-quality visual content such as graphics, logos, infographics, and other branded materials that follow the company's brand guidelines.
- Ensure consistency across all marketing channels by managing the company's brand guidelines.
- Support the events team in preparing, creating, and ordering all collateral for trade shows, conferences, and product launches.
- Monitor and post on IEI's social media channels, actively engaging with followers.
- Follow district leaders and companies on social media and research trending topics in education and critical educational figures to follow.
- Conduct and document competitor analysis, research and report on competitor activity, and update the calendar of industry events in advance.
- Assist in managing file organization, including cleaning up the company's Google Drive and organizing and cleaning up photos.
- Conduct SEO analysis and organize web collateral for updates on the company website.

- Organize and keep track of projects in Monday, the company's project management system

Salary and Benefits 40-50K based on experience

- Full-Time Salaried position reporting to the Director of Marketing
- Health Insurance, Dental, Vision, and other ancillary benefits after a 60-day probationary period
- Eligible for 401K match program after a 90-day probationary period
- Get to know amazing people- IEI's member superintendents and partners are like our extended family, and you'll enjoy having these people as colleagues and friends!
- Generous PTO, somewhat flexible work hours, a family-friendly employer that values work/life balance

Location: Remote

Job Requirements

- Bachelor's degree or equivalent experience in marketing, communications, or other related field.
- Must be able and willing to travel 5-7x/year, including weekends
- Self-starters who can manage their calendar and tasks
- Must be legal to work in the US
- You will be expected to be online, including meetings and conversations via Slack, Zoom, Text, Phone, or other communication platforms during typical business hours (CDT/CST) unless otherwise approved by your manager.
- Availability by phone or email during weekend events is encouraged, even when not on site.

Familiarity with the following software is preferred but not required:

- HubSpot
- Monday
- G-Suite
- Whova

IEI is an equal-opportunity employer that seeks to build a diverse team.

To apply, fill out the following form:

www.ieik12.com