



Marketing Coordinator

March 2017

Position Profile

Sentergroup, Inc. (SGI) is looking for a qualified marketing professional to join our marketing/communications team. The coordinator should be prepared to work in a fast-paced team environment and engage in various aspects of marketing, including campaign strategy, content creation, social media, website management, public relations, and marketing performance analysis.

Company Profile

Sentergroup, Inc. is a Chicago-based professional services firm that specializes in providing creative solutions to the nonprofit, association and foundation marketplace. Our professional staff provides administrative, operational, headquarters, meeting planning, marketing & communications, financial oversight and strategic planning solutions to a host of full-service and contract professional and trade associations.

Responsibilities of the Marketing Coordinator

- Assists Marketing Director in implementation of marketing campaigns for multiple clients, across various channels, including e-newsletters, e-blasts, publications, blogs, websites, social media, etc.
- Collaborates with staff in multiple departments to develop and implement communication strategies and shape messaging across client initiatives and client media to reach a variety of audiences.
- Understands the dynamics of our client organization(s) and clearly communicates their needs and goals to the membership, news agencies and the general public.
- Ensures company messages are consistent and of the highest quality (writing, proofing, editing).
- Manages the coordination and execution of e-newsletters.
- Effectively manages scheduling of marketing projects.
- Writes and edits content for email blasts, digital ads, blogs, print advertisements, marketing collateral, social media posts, websites, etc.
- Performs analysis of marketing data.
- Participates in client meetings and prepares presentations.
- Monitors budgets by comparing and analyzing actual results with plans and forecasts.
- Updates job knowledge by participating in educational opportunities; reading trade publications.
- Improves communication efficiencies within Sentergroup.
- Maintains company value and relationships with client organizations.

Requirements

Sentergroup is looking for a marketing professional with 1-3 years' experience in Marketing, Communications, or other related area. This person should have excellent verbal and written communication skills, with extensive knowledge of Web and social media. Experience in digital content creation, web coding, and graphic design are a plus, but not required. Candidate

should also have a basic understanding of the association marketplace and the business operations and decision making processes of associations and volunteer led organizations and how they connect with their target markets.

Majors

Marketing, Communications, Public Relations, Creative Writing, Business Communications

Relocation assistance is not available for this position. Sentergroup is an Equal Opportunity/Affirmative Action Employer; M/F/D/V

To apply:

To be considered for this position, use subject line "Marketing Coordinator" and email (no phone inquiries) your resume, along with cover letter (in Word or PDF), compensation requirements, and a writing sample to:

Jean Bean
Director of Marketing and Communications
Sentergroup
E - jbean@thesentergroup.com