Marketing Coordinator
San Francisco, California

We are a global consortium that enables the achievement of business objectives through IT standards. With more than 400 member organizations, our diverse group spans all sectors of the IT community – systems and solutions suppliers, tool vendors, integrators and consultants, as well as academics and researchers. We are now seeking a Marketing Coordinator to join their team.

This is the ideal role for a corporate marketing professional looking to develop their career and enhance their skills with a global company offering fantastic opportunities and challenges.

As a Marketing Coordinator, you will be responsible for implementing a range of effective marketing programs and campaigns in order to increase our client’s global awareness.

You’ll create, develop and execute high quality branded content in order to engage with members and maximize renewal rates. Working across different areas within the business, you’ll help to integrate sales and marketing initiatives.

To be considered for this role, you must have:

- At least two years’ corporate marketing experience
- Experience of branded products and services, ideally B2B
- A proven track record of working in cross-functional teams

* The ability to set up and deploy email campaigns
* Strong copywriting skills
* Proficiency with HTML, Dreamweaver and Photoshop would be an advantage

Salesforce.com administration experience would be beneficial.

Self-motivated and creative, as a Marketing Coordinator, you must possess excellent communication skills and the ability to generate fresh, original ideas. Positive and enthusiastic, you must also have the desire to continually learn and develop your skills.

A Bachelor’s degree would be beneficial to your application.