

Marketing Coordinator

Technology is transforming business communications, and you could be part of it. If you have 1-3 years of marketing experience in a business environment, you're invited to apply for an entry-level position on our growing marketing team.

We're a global software company that provides multi-vendor communication management solutions for unified communications (UC) and contact centers. Our solutions include automated provisioning, administrative portals, and resource management for Amazon Connect, Avaya, Cisco, Genesys, Microsoft, Verint, Zoom, and more.

Starfish technology enables simpler, more efficient, and secure communication management for more than 100 Fortune 500 companies, as well as hospitals, government agencies, and managed services providers. We're seeking a Marketing Coordinator to work with our Marketing Director and sales and business development teams.

Primary Responsibilities

- Support the implementation and monitoring of integrated marketing campaigns
- Assist with the production of marketing materials and collateral, including building newsletters, launching emails, and developing advertising campaigns
- Help organize and coordinate marketing events such as webinars and trade shows
- Write and/or edit marketing content, as assigned
- Create reports on key metrics and trends; help to evaluate data
- Assist with sales enablement, working across teams to help qualify marketing leads
- Assist with compiling competitive analyses
- Provide administrative and project support for marketing and business development

Qualifications

- Bachelor's degree required (in marketing, business, or related field preferred)
- At least 1 year of direct experience in marketing
- Strong written communication skills
- Solid computer skills, including MS Excel
- Experience with using social media for business or other enterprise
- Desire to work in the software or technology industry
- Familiarity with Google AdWords, Google Analytics, and A/B testing, preferred
- Video editing skills a plus
- Knowledge of marketing automation software such as HubSpot and ZoomInfo a plus
- Team-orientation, superior organization and verbal communication skills, attention to detail, and time management required

Compensation and Benefits

Starfish offers a competitive salary (\$50,000-\$60,000, depending on experience), company benefits (Medical, Life, Dental, Disability, Vision, 401K and more); performance bonus based on individual and company objectives; and a collegial, hybrid working environment.

For immediate consideration, send your resume and cover letter to: jobs@starfishassociates.com