



Job Description

Temporary Marketing & Operations Coordinator

This is a 5-month full-time temporary position beginning November 12th, 2018 ending April 19th, 2019 for a leadership development consulting firm in Emeryville, CA. Looking for someone with 3+ years office experience, preferably in small companies, who is detail-oriented, flexible, and a fast learner. Graphic design skills are a plus.

In this position, your primary role will be to support marketing efforts, while also providing administrative and operational assistance to the President and occasional support of projects and presentations for clients. As the Marketing Coordinator, the position plays a key role in implementing 3D Group's short- and long-term marketing initiatives. As Operations Coordinator, the position supports the President as needed to ensure he is able to focus on high-level client work as well as managing the company.

CORE RESPONSIBILITIES:

1) Implement 3D Group's marketing plan

In collaboration with the President, execute existing company marketing strategies. Administer the marketing timeline and coordinate company-wide marketing efforts. Communicate marketing needs and efforts to consultants. Maintain the marketing calendar. Maintain and organize marketing materials. Specific tasks include the following:

Coordinate 3D Group Exhibitions

Organize and execute 3 upcoming exhibitions including: ordering materials, interfacing with trade show vendors, and supporting consultants who staff the booths. Work closely with the Sales team to ensure strong follow-up with leads after each event.

Email marketing

Write, design, edit, and send email based on established guidelines and branding. Continue 3D Group's email marketing through audience management, maintaining existing email marketing strategy, and using the Infusionsoft email marketing platform.

Social media and online marketing

Manage 3D Group's social media presence by updating existing content and creating new content. Improve 3D Group's social media presence by increasing followers and interaction. Proofread, format and post content to the company blog. Implement webinar strategy by serving as the primary point person on webinar marketing, execution, and follow-up. Support the presenter with editing and compiling slides for webinars as needed.

3D Group website (www.3dgroup.net)

Maintain 3D Group's WordPress-hosted website including: weekly maintenance updates, monitoring comments, adding new and relevant blog content, and making content updates as requested by the President.

Contacts database/CRM administration (emphasis on marketing)

Make updates to and provide quality control of 3D Group's contact database using Infusionsoft, 3D Group's client relationship management system.

2) Operations Coordinator

Provide reminders and support the President in balancing high-level, fast-paced work in order to ensure follow-through on commitments. Manage the President's calendar. Become familiar with high-touch clients in order to provide excellent, prompt, and sensitive customer service. Exercise discretion, good judgment, and ability to predict and protect against drains on the President's time. Make travel arrangements for two 3D Group consultants (air travel, hotel, and car reservations). Other tasks as needed.

3) Support Client-Facing Projects throughout the Organization

As needed, provide support to consultants on various client projects, to include: creating compelling PowerPoint presentations, creating materials for client workshops, and formatting, editing, and proof-reading written materials.

Primary Software*	Preferred Skill Level
PowerPoint	Fluent
Outlook	Fluent
Wordpress	Fluent
Excel	Proficient
Infusionsoft	Proficient
LogMeIn, also known as GoToMeeting/GoToWebinar	Proficient

*Comparable experience with similar software considered.

Please send resume and cover letter to jobs@3dgroup.net. Interested candidates should note we will be making a decision quickly. Qualified candidates will be asked to go through a few skills assessments after initial telephone interview.