



## MARKETING COORDINATOR

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Title: Marketing Coordinator

Reports To: Principal Sales Consultant

Position Responsibility: To Assist ESE's sales team by identifying and connecting with high value prospects through market research and client outreach.

Duties:

- Responsible for identifying valued prospects through market research and introducing them to the ESE brand and ESE sales team. Minimum of 150 new prospects identified and engaged per year
- Create, maintain and update leads list and develop a customer database using Salesforce Customer Relationship Management (CRM) software while distributing targeted email campaigns
- Responsible for the development/management/growth of ESE's social media outlets/campaigns through Facebook, Twitter, LinkedIn, YouTube, Instagram etc. Demonstrate 25% audience growth year over year
- Manage and create updates to ESE website (Including Blogs)
- Oversee SEO consultant, improve Google Ad key phrases and track SEO campaign improvements
- Design, coordination, and preparation of all marketing materials and graphics including leave behinds, flyers, brochures, proposals, resumes, project descriptions and forms
- Prepare/write proposals, qualifications, letters, reports, presentations, award submittals, and other communication items
- Organizes and coaches the technical staff in presentation phase
- Lead the development and implementation of the firm's Marketing Plan
- Deliver monthly, quarterly and annual marketing/progress reports to the upper management
- Develop, manage and participate in ESE's marketing events (i.e. Presentations, Trade Shows, Career-Fairs, Networking Events, Charitable Events, etc.)
- Demonstrate an understanding of ESE Partners core services and business model
- Own ESE Branding - Demonstrate consistency among products and advertisements
- Drive internal branding initiatives that support ESE's culture. This is important to both employee retention and recruiting. This may be done through the creation of SWAG, internal communications and employee events
- Develop marketing materials and advertisements as needed
- Assist with client maintenance, feedback and referrals for the Sales Team
- Assist with professional recruiting initiatives



## MARKETING COORDINATOR (Cont.)

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### OPPORTUNITIES:

Our goal is to be recognized as the best environmental firms to work for in Texas. We are making major strides in that direction with an ever-increasing amount of flexibility, benefits, rewards, and opportunity for professional growth.

**Benefits:** Annual Bonus/Profit Share Program

Health Insurance

Dental and Vision

401 K with employee match

120 Hours Personal Time Off (PTO)

8 Statutory Holidays

Education: Minimum of a BS/BA in Sales, Marketing, or Communications

Software Proficiency: Microsoft Office, Adobe Creative Suite (Acrobat DC, InDesign, Photoshop, Illustrator), Salesforce

Licenses: NA

Certifications: NA

Experience: Minimum 7 Years within the A/E/C industry

Note: This is not an offer of employment. This document is intended to clarify the needs and opportunities presented by ESE. In the event an employment agreement is reached, a formal employment contract will be prepared.