



Title	<i>Digital Marketing Project Coordinator</i>
Department	<i>Marketing</i>
Reports to	Vice President of Marketing
Hours	<i>8:00 am – 4:00 pm</i>

Job purpose

The person in this role will be extremely organized and able to help the digital marketing team keep track of current and ongoing projects. The successful candidate will understand the full aspects of marketing projects, keep projects on track, understand the roles of the digital team, ensure stakeholders are made aware of the project status, and help the team execute parts of projects when needed. This individual will collaborate with multiple departments to ensure that digital marketing projects are completed successfully, on-time, and executed with a high degree of accuracy and effectiveness. The ideal candidate will have a unique combination of technical ability, email/online marketing and social media acumen and project management skills.

The Digital Marketing Project Coordinator position requires a high level of attention to detail and speed in execution. Candidate must be self-starter, able to quickly learn and apply new knowledge in a fast-paced, dynamic environment.

Duties and Responsibilities

- Communicate with the team when needed about new projects and assignments
- Keep assets organized and accessible
- Assist in maintaining an overall project calendar for the department
- Secondary internal contact and support for various ISSA email platforms (Omeda, ACGI, RealMagnet, etc.)
- Ensure emails/social media follow industry policies and best practices
- Work with IT to create distribution lists, segments, dynamic content
- Ensure list accuracy and integrity by monitoring & maintaining email deliverability best practices and file cleanup (unsubs, inactive, etc.)
- Responsible for end-to-end testing, proofreading, and QA of email sends as needed
- Support the training of team members on various digital marketing platforms
- Keep track of all projects for the digital marketing team and report on results
- Update stakeholders as requested for project status, reporting
- Help execute smaller projects such as:
 - Writing/posting for social media
 - Editing and scheduling emails
 - Working with designers to create/find assets
 - Manage campaign reporting

Key Competencies

- Proven effective at multi-tasking in a high-volume, deadline-intensive environment
- Excellent communication skills – verbal and written

- Understanding of marketing roles, concepts
- Track key performance indicators for campaigns on a variety of platforms and provide reporting as needed.
- Intermediate to Advanced knowledge in Google Analytics, AdWords, Google DoubleClick
- Familiarity with social media channels, best practices, testing and reporting
- Support of various websites including WordPress and other platforms.
- Additional digital responsibilities and department assistance as needed.
- Proficient in marketing planning and project management
- SEO experience including software (i.e. Moz), a plus
- Edit and post video, graphics, PDFs and other materials online, a plus
- Experienced in analyzing data for reporting and drawing business conclusions, a plus
- Experience with Adobe Creative Suite and Microsoft Office; Google Analytics and customer database experience, a plus

Qualifications

- Bachelor's degree in Marketing, Communications or related field
 - And/or 1 - 3 years related marketing experience
- Bi-Lingual in Spanish beneficial but not necessary
- Prior experience working with associations/trade organizations beneficial, but not necessary

Prior experience within the cleaning and/or restoration industry beneficial, but not essential

Working conditions

This position will require working standard business hours, sitting for extended periods of time, standing, and some minor lifting. This position may be required to attend annual trade show for a week which will consist of travel and overnight stay.

Direct reports

No direct reports.

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