



**Job Title:** Sales and Marketing Coordinator

**Reports to:** Director of Sales and Marketing

**Primary Responsibilities:**

- Manage and maintain the company's Salesforce.com database
- Field inbound sales requests from potential new client requests
- Regularly follow up with sales leads on behalf of Business Development Manager via email and/or phone
- Coordinate and script regular B2B blog posts and web content with emphasis on keyword optimization
- Manage updates to the company's WordPress website
- Contribute to the management of the company's social media profiles
- Participate in the development of sales presentations
- Assist in the implementation of marketing programs through coordination activities and administrative duties such as tracking and reporting
- Perform substantial lead and market research to better understand potential customers and their industries
- Utilize Salesforce.com, data.com and Pardot to support the company's marketing objectives
- Coordinate trade show activity and travel for sales and marketing team
- Assist the Director of Sales and Marketing in any other projects as necessary

**Requirements:**

- Outgoing, ambitious, and hardworking personality
- Proven experience in sales; experience as a sales coordinator or in other administrative positions will be considered a plus
- Professional writing experience required, including web content
- Excellent communication skills, both verbal and written
- Must be well organized and able to demonstrate strong attention to detail, effectively prioritize multiple tasks and establish responsible deadlines and personal work plans

**Desired experience:**

- Salesforce.com
- Pardot
- WordPress
- Microsoft Office (PowerPoint, Excel, and Word)
- Social Media Management
- BS/BA degree in Marketing, Business, Communication or related field

To apply, please send resume and writing samples to [info@egansign.com](mailto:info@egansign.com)