



Marketing & Event Coordinator

Location: Linthicum Heights, MD

Position Type: Full-Time

Our dynamic and growing company is looking for a Marketing & Event Coordinator. We are looking for a well-grounded, inquisitive, and self-disciplined manager who can ensure that our marketing, public and virtual appearances, and webinars are running at the optimal flow.

The federal marketplace is a dynamic and fluid arena where we are recognized as subject matter experts. Our Marketing & Event Coordinator uses social media, writing, video, and marketing platforms to engage, reach, build, and maintain relationships with clients, agencies, partners, and organizations. This role manages all outward facing activity and works with all internal departments to ensure collaborative, successful, efficient, and accurate project execution. Our office is an intimate environment that fosters independence and 1:1 collaboration.

Job Description: Ideal candidates will be subject matter expert in all aspects of social media; be inquisitive and have an appetite for gathering data and research; possess strong marketing strategy, creative development, and project management skills; a strong analytical mindset and a high level of comfort working with external stakeholders. Successful team members have a passion for business success, strong attention to detail, an eye for creative conceiving and execution, keeping a high level of motivation on all events and maximizing coordination among departments.

Responsibilities:

- Delivering virtual events accurately, on time, within budget, that meet (and hopefully exceed) expectations
- Maintaining, updating, and coordinating content for website
- Production and distribution of a bi-monthly newsletter
- Provides strategic thought leadership to develop and implement TargetGov's social media strategy, including visual look and feel, and social tone across Facebook, Instagram, Twitter and LinkedIn
- Working collaboratively with Operations to ensure that operational processes, content strategy, and best practices are consistent across all platforms
- Sufficient digital design skills to be able to individually generate content as needed as well as tailor content to fit social mediums
- Knowledge and proficiency with analytical measurement tools to pull relevant metrics and optimize social strategy, content across platforms, and other campaign needs
- Setting, communicating and maintaining timelines and priorities on every project
- Providing leadership, motivation, direction and support to the planning, booking, and development of appearances
- In the future as events open up to in-person participation; travelling to local events and project managing events
- Maintaining and developing external stakeholder relationships
- Ensuring excellent customer service and quality delivery

About TargetGov: a nationally-recognized strategic business consulting firm helping companies do business with the federal government. Our mission is to increase revenue for our clients using proven methods in the three practice areas that produce the greatest results: (1) market research and analysis (2) Federal sales and marketing plan preparation and (3) sales, marketing and business development training. We are a boutique firm located near BWI Airport. Our clients are located throughout the U.S. and represent many different industries.

Qualifications:

- ❖ Three to Four years of related work experience
- ❖ Strong verbal communication skills, in both individual and group settings. Active listening and ease in asking questions a must.
- ❖ Demonstrates keen attention to detail
- ❖ Extremely deadline driven
- ❖ Excellent customer service skills
- ❖ Creativity in solving problems that may not have straightforward solutions
- ❖ Comfortable in a collaborative and cooperative environment; willing to work independently and on teams
- ❖ Excellent organizational and time management skills; ability to work on multiple projects simultaneously
- ❖ Ability to write clearly and informatively, targeting writing style to specific audience or purpose; knowledge of grammatical, spelling, and formatting issues
- ❖ Intermediate to Advanced-level skills in Adobe Creative Suite and Microsoft Office Suite (Word, Excel, PowerPoint) and Internet research
- ❖ Demonstrated initiative, resourcefulness, and willingness to develop new skills and knowledge
- ❖ Initiative to drive organizational processes
- ❖ Ability to lift up to 40 lbs. Professional demeanor and appearance

Additional Desired Qualifications:

- WordPress, Mail Chimp, Canva, and BaseCamp experience
- Video production and editing

This is rewarding work that can lead to other opportunities within a growing firm that helps companies be more successful selling their services and products to the U.S. federal government. If you meet the criteria above or know someone who does, email your cover letter and resume, and mention this posting, to: <https://targetgov.bamboohr.com/jobs/view.php?id=30>

TargetGov at Marketing Outsource Associates, Inc., is an equal opportunity employer and participates in the E-Verify program.

Hours: full-time, onsite at our office

Compensation: \$43,000.00 to \$52,000.00 annually; Commensurate with experience