

Marketing & Enablement Coordinator

ValueSelling Associates, a global Top 20 sales training company, is seeking a dynamic Marketing & Enablement Coordinator to join our team on a full-time basis. In this position, you'll implement marketing projects, oversee social media, create lead generation campaigns and interact with sales professionals from around the world. As a key player in the Rancho Santa Fe office, you'll serve as back-up and chip-in with daily office functions. If you're a stellar project manager, highly technical, detail-oriented, and love to learn, this job is for you.

You—the ideal candidate—are an excellent communicator, bring a positive, can-do attitude, and have the proven ability to handle multiple projects at once without getting frazzled. You're open to new ideas and have a pulse on the latest trends in social media. You are a problem-solver, excellent communicator, self-motivated, honest and hard worker. Got what it takes? Read on.

Responsibilities:

- Produce monthly webinars, including securing presenters, writing and distributing promotional emails, promoting via social media, proofing PowerPoint presentations, rehearsing and coaching presenters and coordinating post-webinar follow-up
- Proof and distribute monthly Voice of Value blog, including securing accompanying graphics, posting on corporate website and promoting via social media
- Post, monitor and engage on corporate social media channels (Twitter, Facebook, LinkedIn) using HubSpot Social and MeetEdgar
- Oversee weekly podcast production, including overseeing production company, coordinating weekly release of podcast, selecting graphics, sharing via social media and communicating with interviewees regarding podcast promotion
- Update and post content to corporate website, including bylined articles, web copy, call-to-action pieces and graphics
- Support public relations efforts, including distributing press releases through newswire service, submitting award nominations and collecting analytics
- Track and measure results of social media, PR, web, and lead generation efforts
- Work with vendors including copywriters, graphic designers, podcast producers, and transcription and translation services
- Place print orders for flyers, business cards and banners, as needed
- Assist Head of Global Enablement with lead generation, reinforcement and recruitment campaigns using HubSpot and Salesforce
- Manage, organize and upload content to internal sales enablement platform
- Communicate and liaise with ValueSelling Associates around the globe
- Serve as a second-level technical support for internal learning management system
- Assist CEO, Operations, Enablement and Marketing on special projects
- Back up the operations director with office duties, such as answering phone lines, taking messages, setting up appointments for CEO, coordinating product shipping and fulfillment, making photocopies, managing special projects

The position requires:

- High technical proficiency and ease with computers, applications, and websites
- Expert in MS Office applications
- Proven experience using HubSpot
- Strong project management skills
- Extreme attention to detail
- Professional verbal and written communication skills
- Excellent customer service
- Ability to accomplish projects without supervision
- Bachelor's degree in marketing, communications, public relations or related field
- Minimum of 3-5 years of experience in similar role

Additional experience (not required, but very nice to have):

- Salesforce
- MeetEdgar
- Slack
- GoToWebinar
- Basecamp or similar project tracking platform
- Sales enablement platform
- Social media platforms
- Adobe CS

We offer competitive compensation, including medical, PTO, 401(k) benefits, and a great learning environment. Love working with sales professionals? Ready to take advantage of an opportunity to sharpen your skills and grow with ValueSelling Associates? Submit your resume and cover letter to nicky@valueselling.com. No phone calls please.