

Solving Your Toughest Data Challenges



Marketing Coordinator

Innodata (NASDAQ: INOD) is a leading data engineering company. Prestigious companies across the globe turn to Innodata for help with their biggest data challenges. By combining advanced machine learning and artificial intelligence (ML/AI) technologies, a global workforce of over 3,000 subject matter experts, and a high-security infrastructure, we're helping usher in the promise of digital data and ubiquitous AI. Interested in joining us?

Job Description

Innodata is seeking a hardworking, proactive and enthusiastic Marketing Coordinator to help us develop, implement and measure marketing campaigns and manage industry events that will target and nurture our global audience.

Reporting to the VP of Marketing, the ideal candidate will not only have hands on experience developing and executing marketing campaigns that get results, but experience supporting a variety of paid and organic channels, including search, display, and social.

Ideal candidates for this role should be creative and innovative, digital savvy, well-organized, and must be excellent writers.

What You'll Do:

- Track marketing & sales numbers, maintain prospect databases, and prepare weekly reports.
- Manage leads, SQLs, updates and lists in Marketing CRM (Hubspot)
- Support Marketing Manager with digital advertising campaigns from planning to execution
- Manage trade shows and events including pre- and post-event marketing support
- Manage updates on Innodata website as needed
- Support in the development of blog content – both writing and copy editing

- Manage and own voice and content on all Innodata social media platforms (LinkedIn, Twitter, Facebook, etc.)
- Build dedicated audience on social media channels

What You'll Need:

- 2-3 years' experience in related digital marketing role (SaaS technology a plus)
- Familiarity using marketing automation tools – specifically HubSpot
- Understanding of using Google Analytics
- Hands-on experience in management of Google AdWords, paid social, display, retargeting and programmatic advertising platforms
- B2B experience a plus
- An inquisitive mind and the desire to learn about digital marketing and the emerging world of Artificial Intelligence and Machine Learning
- Sense of humor even when things may be hectic

Education:

BA or BS Marketing, Business or Communications

What We Offer

- Health and Dental
- Life Insurance
- Flexible Work Environment
- Parental Leave
- Office snacks!
- On-site Fitness Center
- Social Outings
- Tuition Reimbursement