



## Marketing Coordinator Job Description

### akoyaGO Overview

akoyaGO is the leading provider of an online grants management software which supports the mission of foundations to make philanthropy better. As a strategic technology partner, we deliver a fully integrated end-to-end solution, from relationship management to fund accounting. We are passionate about helping foundations amplify their impact.

We provide a fast-paced entrepreneurial culture where we work together to move the company forward. A team of engaging, motivated, and energized individuals who work hard, play hard, we are committed to making a difference in the world of philanthropy. akoyaGO employees are serious about work while embracing a culture of flexibility to get the job done.

### Marketing Coordinator Overview

We are looking for an ambitious Marketing Coordinator to be responsible for developing and managing all aspects of our marketing strategy. You will focus on creating, implementing, tracking, and optimizing our digital and traditional marketing campaigns across various marketing channels. You must be highly self-motivated, proactive, and have a working knowledge of current marketing tools and strategies to execute successful marketing campaigns. The ideal candidate enjoys working in small integrated teams, can build strong working relationships, and thrives managing executional details.

### Responsibilities

- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events to build brand awareness and generate revenue growth
- Collaborate with other internal teams to develop and monitor strategic marketing initiatives
- Analyze and report on the performance and efficiency of campaigns
- Conduct market research and analyze trends to identify new marketing opportunities
- Develop and create marketing materials, ensuring brand guidelines are met
- Write, proofread, and edit creative and technical content across different mediums
- Assist with outbound and inbound activities, including advertising, events planning, optimization, and content development

### Qualifications and Skills

- Bachelor's degree in marketing, communications, or related field preferred
- 3+ years of professional marketing experience in corporate or agency environment
- Proficient in Microsoft Office Suite, WordPress, Canva, and MailChimp a plus
- Excellent written and verbal communication skills
- Proactive and open-minded attitude with ability to resolve problems and deliver results
- Excellent multi-tasking and time-management skills, with ability to prioritize tasks
- Highly organized with strong attention to detail

### Compensation

Salary commensurate with experience, plus a comprehensive benefit package which includes:

- Medical, dental, and vision
- Life, AD&D, and disability
- Simple IRA (up to 3% company match)
- Paid time off; nine paid holidays

### Application

Email resume and cover letter to Mindy Hoenie, Recruitment Coordinator, [mindy@akoyaGO.com](mailto:mindy@akoyaGO.com). akoyaGO is based in Minneapolis, MN and our preference is for candidates to be located within proximity to headquarters, though consideration is given to highly qualified candidates who desire to work remotely.