Job Title: Marketing and Administrative Coordinator
Location: Successful candidate shall be located in, or willing to relocate to, the Richmond, Charlottesville, Harrisonburg, or Blacksburg areas
Salary Range: $40,000-$60,000 Base Annual Salary (potential to earn competitive bonuses)
Position Type: Full-Time
Deadline: Open until filled

Job Description

The Berkley Group / Waypoint 360 is seeking an energetic, detail-oriented, and self-motivated Marketing and Administrative Coordinator to support our superior delivery of consulting services to local government clients. The position:

Plans, manages, and executes marketing materials, client communications, and analytical activities that directly support the company’s objectives. Serves in a marketing advisory role to the Leadership Team. Performs diverse marketing and research tasks such as developing Request for Proposal (RFP) submittals; developing necessary templates (e.g., resumes, RFPs, business cards, etc.), manages information and technology for internal reporting and external communication purposes, and provides a variety of graphic and editorial project support. Performs general administrative support; preparing and maintaining project records and files; assisting clients; other work as required. Work is performed under limited supervision of an assigned supervisor.

Primary functions include:

- Regular, reliable work hours necessary.
- Manages, oversees and develops strategies to achieve marketing goals.
- Manages and maintains marketing efforts including websites, social media channels, hard-copy materials. Manages Search Engine Optimization (SEO) strategy.
- Maintains a calendar for all RFP/proposals and other critical deadlines, website/social media maintenance, and events.
- Takes lead on developing RFP responses, coordinating required information from subconsultants, arranging printing/publication and timely submission.
- Arranges travel plans and accommodations for staff members.
- Provides administrative support for company programs and divisions (e.g., executive programs, planning, etc.).
- Analyzes the effectiveness of marketing strategies, makes recommendations to improve effectiveness. Defines key performance indicators for all marketing efforts and implements analytics to gauge success.
- Manages marketing content in order to promote a consistent voice and image. Assists with development and distribution of press releases and other information about the company’s activities and outcomes.
- Reviews marketing collateral and material produced to detect errors and to verify facts. Rewrites or modifies copy to clarify meaning and to conform to style guidelines and company policy.
- Produces materials such as brochures, press releases, web copy, blogs, and presentations.
- Implements company/marketing events, retreats, and programs as directed.
- Maintains promotional materials and interfaces with clients, business partners, and other entities, as necessary.
- Provides video and photography support as needed, including editing and distribution.
- Oversees company administrative operations and records maintenance.
- Manages company project records, graphics, project and photo files.
Collects and analyzes demographic, economic and other data from local, regional, state and national sources for business development and project support purposes.

Transcribes meeting notes, sign-in sheets and other project related support and communicates materials back to the client as necessary.

Proofreads, checks, and reviews a variety of technical materials and data for accuracy, completeness and conformance to established standards and policies.

Prepares and implements templates and standard operating procedures to ensure consistent communication and quality deliverables.

Attends leadership team meetings, as necessary.

Undertakes special projects as directed.

Supports company staff, as necessary.

Performs other work as assigned.

**Skills & Qualifications**

Thorough knowledge of business practices and ability to manage multiple projects and initiatives with tight deadlines. Superior verbal and written communication skills are required. Ability to prepare, review, edit, and format technical reports; ability to establish effective working relationships with company staff, clients, state agencies, and elected and appointed officials. Must be able to effectively engage and work on teams in person and remotely with minimal oversight. Proficiency with Microsoft Office (Microsoft Word, Excel, and PowerPoint) and graphics and design software such as Adobe Illustrator, Sketchup and InDesign. Must be detail-oriented and able to work independently, think creatively and innovatively, and manage time effectively to achieve specific project objectives in a deadline-driven environment. Must be able to manage multiple projects in various stages.

**Education and Experience**

Bachelor’s Degree in communications, marketing, or equivalent and relevant experience in administrative support and office operations, or equivalent combination of education and experience.

**Special Requirements**

Successful applicants for this position will be subject to a background check and DMV reviews.

Submit a cover letter, resume, writing sample, salary history and three professional references to Drew Williams at drew@bgllc.net.

*The Berkley Group is an Equal Opportunity Employer*