



Job Title: Marketing Coordinator
Supervisor: Marketing Operations Manager
Supervises: NONE
Position Type: EXEMPT
Location: Remote/Fairfield, CT
Date: 3/15/2022

What We Do

Foundation Source helps people and companies make a difference in the world with their private foundation giving.

Overview/Job Description

Reporting to the Marketing Operations Manager, the Marketing Coordinator will assist in maintaining and operating the company's marketing database, marketing automation solutions, marketing campaigns, and reports in order to track and measure key objectives and results.

This role will focus on campaigns and initiatives that support lead generation, lead engagement, enhanced data quality, and improved lead quality.

Responsibilities/Duties

- Create and maintain emails, campaigns, and workflows within the company's Marketing Automation Platform (Eloqua/HubSpot).
- Leverage our marketing automation platform and CRM to build and manage reports and dashboards to help the marketing team evaluate lead generation, funnel activity, campaign performance, and key objectives and results.
- Provide campaign details and results to the sales team in a timely manner.
- Test marketing emails for accessibility, deliverability, and inbox placement through EmailonAcid.
- Conduct research to analyze market trends, customer behavior, and competitive landscape.
- Further marketing and industry knowledge through workshops, research, and seminars, and share best practices, and local marketing ideas and tactics with the team.
- Support Marketing team on ad hoc initiatives as needed
- Assist with reporting and dashboards and summarizing and analyzing data
- Provides support to the sales team across various campaigns and initiatives
- Support the maintenance and development of internal tools and tech

Skills/Experience

- Bachelor's degree marketing, communications, or relevant field preferred
- Past work experience as a marketing coordinator or similar role

- Knowledge of traditional and digital marketing
- Experience with Salesforce, CRM and Marketing automation software
- Excellent writing and communication skills
- Proficiency in full Microsoft Office suite, especially with Excel and PowerPoint
- Ability to work cross-functionally across departments and manage multiple projects simultaneously to ensure deadlines are met
- Excellent project management and organizational skills
- Ability to function both independently and within a collaborative, remote team setting
- Positive attitude, motivated self-starter who can own projects from concept to completion

About Foundation Source:

Foundation Source is America's leading provider of support services for private foundations—from set-up and administration to high-level philanthropic advisory services. The Company's full suite of back-office, online, and advisory services helps its foundation clients ease the administrative burden, engage board and family members, and deliver greater social impact.

Foundation Source's client base of foundations created and operated by high-net-worth and ultra-high-net-worth individuals and families has grown significantly over the years due to its innovative product offering and strong focus on philanthropy within the market. Today, Foundation Source serves over 1,600 private foundations nationally representing almost \$15 billion in assets under administration. The Company is headquartered in Fairfield, CT.

Physical Demands and Work Environment:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 15 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

Note:

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job

successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.