

Marketing Coordinator

Location – New York, NY



SPS by Bain & Company, an award-winning provider of market intelligence for the M&A community, is seeking a **Marketing Coordinator**. We help our private equity, corporate development, lender, and advisory clients navigate the competitive and opaque world of M&A deal origination to prioritize relationships, streamline internal processes, and improve their firm's overall performance.

You may be a great fit if:

- You have experience building and carrying out a communications schedule across outbound B2B marketing channels
- You stay current on digital tools, including best practices for product marketing and tactics for demand generation and lead nurture
- You are both creative and analytical, able to transform raw data into compelling insights in line with strategic mandates
- You have a strong grasp of content strategy across awareness, consideration, and intent phases as well as top-of-funnel analytics
- You embrace the challenge of wearing multiple hats in a small company that is scaling quickly

Key Responsibilities & Objectives

- Implementation of organic content strategy across creative development, analysis & reporting, and process optimization for website, social media, and email channels
- Cultivate an understanding of the target audience's pain points, industry challenges, and goals coupled with a strong grasp of the SPS platform as a solution and lever for efficiency and growth
- Partner with Marketing Manager to craft relevant and effective copy for LinkedIn posts, blogposts, and email newsletters
- Manage release of new installments to regular series, including posting webpages and drafting email newsletters for new blogposts, as well as creation and posting of graphic templates to LinkedIn on weekly basis
- Track engagement and conversion KPIs across website, social media, and email platforms with a goal to glean actionable insights and implement improvements for better performance and efficiency

Required Skills & Experience

- 1-2 years experience in a B2B digital marketing role (internship experience included)
- 1+ years hands-on experience with digital marketing technologies such as CMS, email sending platforms, marketing automation, social media tools
- Intermediate level graphic design, with experience using Adobe Creative Suite preferred (or willingness to learn)
- Excellent writing skills, with ability to tailor a message across various channels including social media, blog, and email
- Analytical mindset, comfortable reporting and interpreting campaign-related metrics
- Possess excellent verbal and written communication skills with strong attention to detail
- Ability to multi-task and manage multiple projects with little supervision
- Comfortable dealing with multiple stakeholders through content development process
- High degree of organization, efficiency, urgency, and follow through
- Strong collaboration and team working skills
- Video editing a plus
- Knowledge of the M&A and private equity community a plus
- BA/BS in business, marketing, communications, or equivalent degree

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Mission

The Marketing Coordinator will contribute to the creation and delivery of campaigns, programs, and initiatives in support of SPS' marketing, branding and lead generation goals. You will have a focus on maintaining and building out processes within digital marketing channels, including the website, social media, and email, as well as management of marketing automation activities and KPI reporting to ensure goals are met. Adopting a test-and-learn approach, you will run experiments to find new ways to effectively market the SPS product, raise its profile and build its lead pipeline. You will partner with the Marketing Manager to develop campaigns in support of the overall marketing strategy.

Compensation

Based on experience and will consist of base salary, performance bonus, 401K/ match, SPS cost sharing of medical, dental and vision plans along with available Flex Spending Account, Commuter Benefits, Voluntary Life and Long-term Disability Insurance, Wellness perks and more.

SPS employs a hybrid schedule, combining Tuesdays and Wednesdays at our in-office time at our midtown NYC location with work from home. For this role we are considering in-market candidates located near our client hubs.

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, protected veteran status, or disability status.

Interested candidates should send a resume and other additional information to: info@suttonplacestrategies.com