



## **Coordinator, Marketing Services Support**

### **Position Summary:**

The Coordinator, Marketing Services Support will perform a range of administrative and marketing support duties related to the daily operations of our Marketing Services Team. The Marketing Coordinator will join a collaborative group of individuals on our Marketing Services team in supporting inbound user inquiries regarding specific local marketing programs, co-op fund availability, and their use of an online marketing software platform. The Coordinator will also support and assist independent franchise owners across the country in increasing the success of their business by exploring strategic, locally-focused marketing opportunities. Primary responsibilities will include providing basic user support via phone and email and promoting the use of our marketing services. The coordinator will interact with partners and other internal departments to collect insights to inform resolutions for users.

### **Key Outcomes:**

- Provide friendly, patient support via phone and email
- Assist users in understanding enrollment in and basic use of online marketing platform
- Help with the execution of basic marketing services
- Follow up and support marketing based strategies and activities as developed by our team of marketers
- Traffic inbound inquiries that are beyond basic to the appropriate team for follow-up
- Track user feedback and requests for escalation

### **Education/Experience:**

- Bachelor's Degree. Preferably in Business Administration/Marketing
- 2-3 years client/customer service experience
- Prior experience in marketing services, media, customer service or related field preferred
- Demonstrated aptitude for learning new software and online applications
- Proficiency in all Microsoft Office programs, including internet and database required

The work hours for this position are 10:00a.m. to 7:00p.m. Monday-Friday

**TideSmart Global is an Equal Opportunity Employer**

