

Sales and Marketing Coordinator

Location: Denver CO - Downtown

This entry-level position is responsible for supporting company sales efforts by providing administrative support and managing inquiries from potential clients, providing marcom support for the agency itself, and generating both inbound and outbound leads. A high degree of energy, commitment, initiative, professionalism, and enthusiasm is required along with a thirst for knowledge in the marketing arena. The ability to organize, prioritize, and meet goals is essential.

Essential Duties and Responsibilities

- Coordinates with senior management to define goals for new business development.
- Responsible for day to day sales inquiries from potential clients
- Responsibility for identifying marketing and sales opportunities
- Manage and record all sales inquiries via CRM
- Customer account creation and update via CRM
- Work with with marketing team to generate sales and marketing materials and literature
- Assist with marketing plan – eg website, SEO, social media, marketing automation, advertising, PR distribution
- Assist in creation of proposals and response to RFPs
- General support to sales efforts as required
- Attend marketing and networking events as a representative of the company

Send Resume and cover-letter to:

Real FiG Advertising + Marketing
Zachary Rischitelli
(303) 260-7840 ext. 141
zachary@figadvertising.com
1600 Stout St Suite 250
Denver, CO 80202

Qualifications:

- Bachelor's degree or equivalent work experience required.
- Credible, confident and articulate, with good communication and presentation skills.
- Innovative and creative, with a concise, precise, and effective approach to problem solving.
- Good time management and planning skills
- Good interpersonal and presentation skills
- Excellent written and verbal communication skills are essential
- Able to meet multiple project deadlines and demonstrate good attention to detail
- Able to demonstrate an understanding of the needs of the customer
- Able to work individually as well as part of a team
- Ability to meet deadlines with minimal supervision
- Experience with CRM and marketing automation systems

Compensation:

- **Compensation \$38,000 to \$42,000 based on experience**

Company Overview

Real FiG Advertising and Marketing is an established, award-winning, full-service marketing agency, specializing in generating inbound leads for our clients using digital and traditional marketing avenues. We think that every business communications piece should look its best, but looks mean nothing without strategy and ROI. Helping clients better connect with their customers is what we do.