



Marketing Coordinator for E-Commerce Publishing Company

We are immediately seeking a driven and detail-oriented individual eager to work within a fast-paced marketing team. We are looking to drive demand generation, as well as increase customer communications and need a full-time **Marketing Coordinator** to provide support within the marketing team. The ideal candidate possesses a passion for improving processes and must be very organized. This candidate will help us launch books to our title catalog, send email marketing campaigns, execute on print campaigns, as well as provide support for all of our ongoing marketing activities for both demand generation and author support. This will be an ideal opportunity for someone who is looking to both develop and enhance a wide variety of marketing skills.

We're working on some exciting projects to expand our reach in the academic publishing space and save students money. We are continuously developing new and innovative marketing campaigns and it is an exciting time to be part of our team. We are updating many of our email marketing processes and so you can be learning new tools along with the rest of the marketing team. If you are extremely detail-oriented and want to be part of a tight entrepreneurial team, this might be your chance.

Qualifications:

- Must be at least 18 years of age.
- College degree in marketing or business, or equivalent combination of skill, education, and experience is required. Bachelor's Degree in relevant field is preferred.
- 1+ year(s) experience working in a professional setting.
- Proficient computer skills especially with Excel, HTML knowledge is a plus.
- Experience working with email marketing systems is a plus (Constant Contact, IBM Marketing Cloud, MailChimp, Marketo, Act-On, etc.).
- Experience working with CRM software is a plus (Salesforce, HubSpot, Sugar, etc.).
- Must possess exceptional attention to detail along with impeccable organizational skills.
- Must be a fast learner with outstanding problem solving skills and ability to learn new systems quickly.
- Professional demeanor along with strong verbal and written communication skills.

Position Details:

- Assist with promotional activities around our titles to launch content to our website and title catalog, and communicate with author clients to assist and support their needs.
- Assist the marketing department with data management and updating information in our CRM tool as well as developing and maintaining records of marketing collateral.
- Provide support to sales teams and marketing team for demand generation activities for email campaigns as well as conferences and other face-to-face meetings.
- Set up a variety of email marketing campaigns in our email server and help build automation campaigns.

- Work with the team tracking and researching information by collecting and summarizing data and trends, help report on effectiveness of campaigns.
- Use Excel extensively to create reports and clean up files to use with other systems.

Start Date: Immediate

Status: Full-time, Hourly

Reports To: Senior Marketing Manager

Location: This position is based out of our corporate office located in the Sorrento Valley area of San Diego, California. Relocation assistance is not available for this position.

To Apply:

If you'd like to be considered for this role, please submit the following items to careers-marketing@cognella.com:

- Resume
- Cover Letter

All submissions will be held in confidence.

Cognella, Inc. is an Equal Employment Opportunity (EEO) employer

Recruiters, please do not contact this job post.

About Cognella:

Cognella® is redefining academic publishing by creating teacher-driven, student-centric higher education course materials in print and digital formats under three imprints: Cognella® Academic Publishing, University Readers®, and Cognella® Active Learning. Cognella also publishes engaging nonfiction titles featuring modern perspectives as Cognella® Press. Learn more at www.cognella.com.

Cognella was recently awarded a 2017 Top Workplaces designation by the San Diego Union-Tribune. We're proud to offer Cognella team members a work environment that fosters collaboration, innovation, and the opportunity to contribute significantly toward the goals of the company.

