

MARKETING COORDINATOR FOR XVAND TECHNOLOGY



This is a fantastic opportunity for a results-driven and hands-on individual to join the team at Xvand Technology. They are a financially sound Managed IT services business. Our experienced team delivers an extensive range of solutions to help companies access the best-emerging technologies to deliver better client service, increase sales revenues, increase employee productivity or to lower costs.

This role is remote with company headquarters in Houston, Texas. You'll report directly to the business owner and be responsible for implementing marketing campaigns to generate leads, acquire new customers and retain existing customers.

As the Marketing Coordinator, you will be responsible for coordinating, planning and executing marketing campaigns across multiple media channels. If you are data-driven and excel in developing systems, managing projects, and managing the many facets of marketing - we're eager to meet you!

You will establish a collaborative working relationship with the business owner who will work with you on strategic and big picture goals.

Your job will be to take the strategic guidance and make it a reality with tactical implementation and execution. The ability to organize, plan and structure your workload in an autonomous fashion will be absolutely key to your success in this role. We neither have the time nor the inclination to micromanage you. You'll have a lot of freedom in this role but also a lot of responsibility.

The six non-negotiables of this role are:

1. Copywriting. You must have a strong vocabulary and talent for crafting engaging copy. An interest and understanding of IT will be very helpful in this role! You'll be crafting direct response marketing campaigns across email, direct mail, web and social media, and writing the occasional landing page. Your written skills need to be excellent and we will expect to see samples of your previous work.
2. Project management. Ideally, you've had experience and success in project management. A large part of this role is creating and adhering to deadlines, drafting budgets, and moving simultaneous projects forward to completion. You have experience managing project and 3rd party teams to ensure everyone is clear on goals, action items, and timelines.
3. Being tech-savvy. You don't need to be a technical expert but you must be tech-savvy and be able to quickly learn how to use new marketing tools and technologies. While we don't expect you to know all of the tools we use, we do expect you to be comfortable with it and able to pick up the concepts. Your daily tools of the trade will be CRM systems, content management systems, email marketing etc.
4. Leadership potential. Initially, you'll be our only in-house marketing person but as you and the business hit goals, we fully expect this role to morph into a marketing team leader role where you will manage marketing assistants and 3rd party vendors.
5. Being teachable and coachable. There will be a LOT of learning on the job as we do marketing very differently. There is no place here for know-it-alls. We hire based primarily on attitude.
6. Being a self-starter. Goals will be clearly defined from the outset. Often, it will be your job to determine what needs to happen, when and how. The attitude of continually starting things on your own is very important.

Perks of the job:

- This is a 100% remote position.
- Flexible work hours. You'll have the ability to create your own schedule.
- Gain marketing and management experience.
- This role starts at 20 hour per week with the potential for full time after an initial 3 month period.

HOW TO APPLY:

Email Carolyn Esposito at HR@successwise.com with the subject "Xvand Technology Marketing Coordinator". Please include your CV along with approximately 400 words on why Xvand Technology and what interests you in this role.

NEXT STEPS:

If you're a fit, we'll send you a Content Task to perform. Please complete accordingly. If we like what you've done, we'll follow up with a Zoom interview.