



Job title: Marketing Coordinator

Location: Kirkland, WA

About this role

The Marketing Coordinator will support the Marketing Director in bringing the organization's marketing strategy to life. This role will focus on helping Simplicity increase brand awareness, establish brand authority, attract & retain top talent, drive demand and lead gen, and nurture existing clients. If you're a motivated self-starter with an interest in content marketing and social media and enjoy building programs and working with small, collaborative teams, keep reading!

Responsibilities

- Own company's social media accounts & community management
- Create content for marketing and sales enablement, including blog posts, one pagers, case studies, presentation decks, eblasts, FAQs, and more
- Create promo plans for events, awards, capabilities, and PR
- Build & manage contact lists, landing pages, workflows, and email content in Hubspot (marketing automation platform)
- Collaborate with consultant SMEs to identify, intake, edit, and publish thought leadership content
- Drive lead gen & ABM campaigns using Hubspot
- Build & maintain editorial calendar and event, sponsorship, and award list and workback schedule
- Partner with sales team to understand client needs and generate content that supports business development, including RFPs as needed
- Partner with the talent & employee engagement teams to understand consultant needs and generate content that supports attracting and retaining top talent
- Support podcast production with interview scheduling and logistics, content outlines, topic research, and more
- Provide miscellaneous marketing operations support as needed

Qualifications

- 3 to 5 years marketing experience (or similar)
- Strong verbal and written communication skills
- Appreciation for the Oxford comma & brand style guides
- Experience with Hubspot (or other CRM) and WordPress preferred, but not required
- Highly-motivated self-starter and creative problem solver with exceptional follow through skills
- Ability to work both independently and as a part of a small, highly collaborative team
- Critical thinking skills
- Familiar with the Microsoft Office Suite (Outlook, PPT, Excel, Word, Teams)
- Bachelor's Degree; marketing or related preferred

Apply

To apply, please send your resume to marketing@simplicityci.com.

About Simplicity

From strategy to execution, [Simplicity Consulting](https://simplicityci.com) is the preferred marketing and business consultancy for the new world of work. We help companies accelerate growth, add a fresh perspective, and increase capacity—at the speed of business—with access to our curated community of marketing, communications, and business operations experts.

We help clients accelerate growth, add a fresh perspective, and increase capacity with on-demand access to our marketing, communications, and business operations experts. With a curated community of 6,000+ strategic doers, we



provide companies with the right talent at the right time for the right project to deliver client-centric solutions that help them grow at the speed of business.

Simplicity is a five-time Inc. 5000 honoree as one of the fastest-growing private companies in America, and has been recognized as one of Washington's largest women-owned companies by Puget Sound Business Journal. Female-founded and -run, we're committed to helping everyone thrive in today's workplace.

Equal opportunity employer

Simplicity is committed to creating a diverse, inclusive, and supportive environment and is proud to be an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, age, color, religion, sex, national origin, sexual orientation, gender identity, disability or protected veteran status.

Benefits

- Health benefits: medical (HSA or PPO), vision, dental, disability, life, and AD&D
- 401K with employer matching
- Unlimited PTO
- Paid parental leave (up to 12 weeks)
- 8 paid annual holidays
- Dog-friendly office

Physical requirements

- Requires sitting for extended periods of time at a computer, keying, and reading content
- Will be required to stand, reach, bend, twist, squat, and move about freely in an office environment
- Ability to lift 25 lbs
- Able to use office equipment such as phone, copier, printer, etc