



Sales Marketing Coordinator | Boston

The Position

Neoscape is seeking a sales marketing coordinator with 4-5 years of marketing experience in a related field to join our team in a full-time capacity. The sales marketing coordinator is responsible for leading the marketing team's sales support initiatives and implementing streamlined marketing processes across all studios to support Neoscape's goals. The successful candidate will be self-motivated, have the ability to multi-task, and have a desire to grow with the company. Working under the direction of the marketing director as a key member of the marketing team, the sales marketing coordinator will be a crucial component of the greater marketing and sales team as the lead on creating proposals, client presentations, case studies, and related marketing collateral. This individual will have oversight into quarterly marketing timelines, understanding what assets are needed and overseeing the organization of asset libraries. With support of the marketing coordinator, the sales marketing coordinator will be responsible for updating various marketing outlets in alignment with the marketing director. The marketing coordinator will also have a proactive role supporting the execution of company events and various marketing initiatives beyond the formal scope.

Qualifications

- 4-5 years of experience managing marketing tasks and initiatives in a related field
- Excellent written and verbal communication skills
- Experience writing compelling copy for proposals, case studies and/or other related documents
- Excellent planning and organization skills with attention to detail
- Ability to work under pressure and handle multiple deadlines
- Superior problem-solving skills
- Proficiency with Microsoft Office and Adobe Creative Suite
- Basic understanding of graphic design and desktop publishing (formal experience not required)
- Understanding of marketing within the architectural and real estate communities
- Interest in marketing and a desire to participate in creative brainstorming and creative problem solving
- Proficiency with major social media platforms (Instagram, Facebook, LinkedIn, Twitter) and ability to support execution across various platforms
- Bachelor's degree in marketing or related field preferred, but not required

Responsibilities

- Prepare proposals and presentations to highlight Neoscape's qualifications and experience in a manner that best responds to client challenges, including resumes, team descriptions, schedules, and process diagrams
- Participate in sales and marketing meetings, providing insights for marketing-related support items and recommendations based on project knowledge
- Manage and maintain sales marketing progress trackers, align with marketing team to coordinate ownership across a variety of simultaneous projects
- Manage and maintain Neoscape's library of marketing assets including 3D renderings, films, interactive, and design work

- Own the Neoscape brand (look, feel, voice) and ensure consistency across all channels (on-site, email, social, etc.), includes updating internal document templates to maintain graphic standards across all studios
- Coordinate identifying and submitting for appropriate awards programs to generate recognition of the studio's accomplishments in 3D, film, design, interactive, teamwork, or other key areas
- Attend industry events and remain up to date on industry news
- Support marketing team in writing and/or assigning blog post entries
- Support in writing and/or editing job descriptions to be posted on recruiting sites and the Neoscape website as requested by senior leadership
- Proactively prioritize sales marketing tasks according to business needs and available resources
- Support in supervising marketing coordinator; working in tandem to accomplish project tasks and marketing team goals as a collective team
- Support in executing various company marketing initiatives on an ad-hoc basis including but not limited to social media initiatives, email marketing campaigns, content marketing campaigns

We Offer

- A competitive compensation and benefits package including 401k with the potential for profit sharing contributions
- Health insurance with a 65% employer-paid premium
- Unlimited vacation
- WFH policy, summer Fridays
- Transit subsidy
- A kitchen stocked with beer, wine and snacks
- Cold brew and rotating craft beer on tap
- Epic parties with bonfires, photo booths and indoor petting zoos (we have the pics to prove it)
- 80+ unique personalities with a broad range of creative talents across multiple studios

Join Our Crew

Think you have what it takes to join the ranks of our talented crew? Email us your résumé and cover letter to marketingteam@neoscape.com. Salary is commensurate with experience. Must be eligible to work in the US.

External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case by case basis.