

National Beta Club Job Description

Title: Marketing/Expansion Coordinator

Location: Corporate Office

Reports to: Director of Marketing

Classification: Exempt

Date: 11/12/18

National Beta seeks a Marketing/Expansion Coordinator to join a collaborative team which demands the free-flowing exchange of ideas, creative participation, initiative and the ability to interact with team members in a professional, respectful manner. The ideal candidate must be committed to successful outcomes and must demonstrate a responsibility for jointly initiating public relations opportunities and marketing contacts. Further, the Marketing/Expansion Coordinator will be responsible for the development, maintenance and evaluation of a sales program, within targeted areas, to encourage the establishment of additional chapters (new clubs) and grow student membership.

Duties and Responsibilities:

- Responsible for the expansion of chapters within “outlier” areas as well as assisting the Director of Marketing in the development of marketing materials to assist sales team in their efforts to expand the organization.
- Prepares a comprehensive sales and marketing program that addresses the following areas:
 - Establishes annual goals for new club growth
 - Outlines for each of the following, areas and activities designed to accomplish goals, including (but not limited to) these specific items:
 - Advertising/promotional materials
 - Bulk mailings
 - Electronic communication
 - Travel to exhibits, conventions and other on-site visits
 - Public relations activities
 - New club growth incentive programs
- Presents an action plan for marketing activities, projects, and events detailing full costs and expected outcomes. The action plan must be approved by the Director of Marketing. Upon approval, the Coordinator will be responsibly for direct preparation, participation and follow-up of the activity, project, or event, and reporting results to the Director of Marketing.
- Reviews jointly all materials used by the Marketing Department with Director of Marketing, graphic design and production teams.
- Enthusiastically cooperates with employees of all departments in areas of need or special requests.
- Strategically identifies leads, including school administrators and teachers, for cold calling and prospecting plans. Culls and refines data from SugarCRM to research and identify prospects and decision-making contacts; develops plans to increase the number of chapters and student’s membership to achieve revenue goals.

- Establishes and maintains a current database of prospective schools with names, addresses and prospecting activities to ensure continuing and developing relationships for the growth of Junior and Senior Beta chapters.
- Respond to all web and telephone inquiries and guide contacts to charter chapter.
- Prepares month-end and annual reports.
- Promote and support the organization's members through continuous retention efforts.
- Sends introductory, marketing and follow-up communications to introduce National Beta and establish contact with decision-makers. Coordinates with the membership and finance teams to ensure delivery of all club materials upon charter.

Non-Essential Functions

- Performs other job-related duties and special projects as assigned.

KSA's

- Ability to work independently with little to no supervision
- Balances and analyzes facts, experience, perspective, goals, constraints and risk while weighing the pros and cons of a decision
- Meets deadlines while balancing quality and quantity with little to no errors
- Stays focused and on task with disregard to regular interruptions
- Recovers quickly from setbacks and finds alternative ways to reach goals
- Displays a positive attitude about the organization, work to be done and co-workers
- Strong writing skills. Uses correct vocabulary and grammar. Avoids slang and offensive language.
- Examines data to grasp issues, draw conclusions, solve problems and communicates findings.
- Maintain prompt and regular attendance while following policies and procedures
- Can think outside the box to offer new ideas, concepts and solutions
- Proficient in Microsoft Office products including Outlook, Excel and Word
- Knowledge of Google Analytics/Adwords, Social media (Facebook) advertising, MailChimp, Adobe Design Suite, preferred

Travel

Travel is occasionally required to attend prospective meetings, marketing exhibits and/or National Beta events such as state/national convention.

Required Education and Experience

1. Bachelor's degree or equivalent
2. Three or more year's related experience with knowledge of the education market preferred
3. Working knowledge of the National Beta Club preferred

Additional Requirements

- Ability to meet daily, monthly and annual sales goals