

**SmartTouch® Interactive –**  
**Marketing Communications Coordinator**

SmartTouch® Interactive is seeking a highly-driven Marketing Communications Coordinator ready to jump in and help our agency generate leads and grow the business. If you are a talented, detail-oriented individual who is looking to make their mark and make a difference at an Austin-based agency, we'd love to meet you.

We are a real estate digital marketing agency and lead-nurturing CRM/Marketing Automation solution provider. We help residential home builders and developers connect with buyers through engaging and personal messaging and effective digital marketing tactics. Your role will be to connect us to these home builders and developers.

The Marketing Communications Coordinator will assist the CEO in preparing email campaigns, press releases, sales decks while also keeping our website content up to date, posting on social media, and writing/managing other deliverables, and of course, bringing new ideas!

Sound like your cup of marketing? Send us your resume!

*This is an in-office position so applicants must be based in Austin or willing to commute.*

**Responsibilities:**

- Write and produce digital marketing campaigns, including email, search and display, Facebook Ads, organic social media posts, and landing pages
- Create and update monthly content for the website such as blog posts, new website pages, and website page updates
- Write and schedule press releases through wire services
- Submit award creative and marketing statements throughout the year for recognition
- Submit RFPs for thought leadership and speaking engagements
- Plan and coordinate events and tradeshow, including but not limited to booth set up, collateral and promo items, guest posting, and sponsorships
- Comply with creative brand guidelines and business style and standards on all things
- Organize weekly check-ins and update CEO on projects with follow-up debriefs
- Occasionally help on client-related projects when needed

**Ideal Candidate will have:**

- 2+ years of marketing experience
- 1+ years of copywriting experience
- College degree in Marketing, Communications, English, Writing and Rhetoric, or related field
- Strong creative language, vocabulary, editing and grammar skills
- Knowledge of content marketing principles and writing for an online audience

- Basic understanding of digital marketing principles and search engine functionality including Google Ads and Analytics
- Ability to learn quickly and consistent can-do attitude
- Keen attention to detail and documentation
- Strong ability to manage multiple projects and details
- Quick learner of software programs, including Project Management Systems (Active.Collab), Facebook Social Media Schedule Platforms (Gain), Press Distribution Services (PRWeb), Google Apps, Content Management System (Wordpress), Customer Relationship Management platforms (NexGen)
- Basic knowledge of real estate language and processes a plus but not required

**SmartTouch® Interactive Culture:**

- We work hard and play hard – this is not a typical 9-6 opportunity.
- Passionate about sports, animals, and loud noises
- We would never be described as faint-of-heart
- We put our team members first – if one person is happy, we're all happy.
- Did we mention sports is life? (only for about half of the office)

\$36,000.00 – \$42,500.00 annual starting salary based on experience. Tremendous career growth potential and management opportunities for someone who is driven and wants to propel their marketing professional career!