



## **Sales & Marketing Coordinator**

CENTRIC is an award-winning advertising agency dedicated to delivering innovative campaigns and marketing & media solutions to our clients. We are looking for a Sales & Marketing Coordinator to join our dynamic team and contribute to our vision of inspiring individuals and enriching communities through the work that we do.

As a Sales & Marketing Coordinator at CENTRIC, your role is pivotal in supporting our team with business development opportunities. You will assist in administrative tasks, client communication, proposal development, and coordination of sales efforts to ensure the agency meets its growth targets.

### **Key Responsibilities:**

**1. Administrative Support:**

Organize and prepare sales materials, presentations, and reports.

- Maintain accurate client records, contact information, and sales data.
- Coordinate appointment scheduling and coordinate follow-up activities.
- Other duties as assigned,

**2. Client Communication:**

Serve as a primary point of contact for clients, addressing inquiries and providing information.

- Draft and send emails, proposals, and other client communications.
- Ensure that clients receive exceptional service and timely responses to their requests.

**3. Market Research:**

Conduct research on prospective clients, industries, and market trends.

- Prepare reports and summaries to aid the media and marketing team in identifying opportunities.
- Stay updated on competitor activities and industry news.

**4. Sales Coordination:**

Assist in the preparation of sales pitches, proposals, and contracts.

- Collaborate with creative, media and marketing teams to ensure the seamless execution of projects.
- Monitor project timelines and deliverables to meet client expectations.
- Assist with development of month-end client recaps
- Assist with development of client case-studies

**5. Data Analysis:**

Analyze sales data and performance metrics to identify areas for improvement.

- Generate reports and provide insights to refine sales strategies.
- Contribute to the development of sales forecasting models.

## 6. **Team Collaboration:**

Work closely with the media team, project managers, and creative teams to achieve sales goals.

- Maintain effective communication with team members and clients for streamlined workflow.
- Participate in team meetings and contribute ideas and insights.

## **Qualifications:**

- Bachelor's degree in marketing, business, or a related field is preferred.
- Prior experience in sales support, customer service, or a related role is an advantage.
- Strong organizational skills with meticulous attention to detail.
- Excellent written and verbal communication skills.
- Proficiency in Microsoft Office Suite and familiarity with CRM software (e.g., Salesforce).
- Exceptional skills with PowerPoint design and formatting.
- Ability to work both independently and collaboratively in a fast-paced environment.
- A passion to help make a difference in the lives of those that can benefit from products, services and programs our clients offer.
- Paid media, social media, and marketing knowledge a plus.

## **Benefits:**

- Competitive salary with performance-based incentives.
- Opportunities for career growth within the agency.
- Exposure to creative and innovative advertising campaigns.
- Health and retirement benefits (if applicable).
- An inclusive and dynamic work environment that encourages creativity and collaboration.
- 15+ Holiday PTO / 10 days Personal / Sick PTO.
- Hybrid.

**How to Apply:** If you are passionate about advertising and marketing, possess strong organizational skills, and are eager to contribute to our agency's success, we invite you to apply. Please submit your resume and a cover letter highlighting your relevant experience and explaining why you are the ideal candidate for this role to [connect@centricmarketing.com](mailto:connect@centricmarketing.com)

CENTRIC is an equal opportunity employer. We are committed to diversity and fostering an inclusive workplace.

*Note: This job description is a general guideline and may be subject to modification based on the specific requirements of the agency and the position's location.*