



Company overview

ION Marketing Group, a division of Bovitz, Inc, is a consumer engagement agency that creates integrated solutions to connect brands with consumers. Our services include experiential, promotion, digital/social media, LGBT marketing, creative design and strategy. We partner with a variety of the world's most recognizable brands including Google, Austrian Airlines, Laura Geller, Beaute' Prestige International and Gilead Sciences, just to name a few.

Account Coordinator Job Description

The Account Coordinator is located in our New York office and supports Account Executives, Account Supervisors or Account Directors in managing their business. The Account Coordinator is responsible for assisting in the planning, development and execution of marketing programs. The ideal candidate will have a strong work ethic and be extremely detail oriented. Strong organization, communication and social media skills are essential.

Job Responsibilities

- Support the agency's account teams or centers of excellence (e.g. Digital) with all coordination aspects of marketing programs (experiential, digital/social media, etc.)
- Travel to and assist with program execution (including training) as needed
- Presentation Coordination
- Assist with communication and administrative tasks associated with program execution:
 - Conference and status reports, timelines
 - Opening job numbers with the accounting department
 - Assist in processing invoices and initiating POs
 - Creative trafficking of program assets
- Provide research for potential and current clients regarding audience demographics, competitive reviews, marketing activity including social media insights and web analytics
- Research vendors and program pricing in the sourcing and inventory management of premiums, POS, event materials, etc.
- Work with the Digital team:
 - Implement social media programs as needed. This includes both organic and paid programs, from creation of channels and content to monitoring and commenting, optimizing and reporting
 - Monitor social media trends, tools and applications and update Digital and Account teams
- Deliver flawlessly on assigned program components

Candidate Requirements

- Bachelor's degree in marketing, communications or related area
- 2 years of industry experience in experiential marketing/event planning
- An ability to work effectively in a fast-paced environment
- Strong organizational and time management skills

- An Ability to multi-task while maintaining strong attention to detail
- An affinity for anticipating and solving problems
- An ability to work in and foster a collaborative team environment
- Clear, concise communication skills, in both written and oral form
- High proficiency with Microsoft PowerPoint, Word, and Excel
- Strong social media skills
- Initiative and an entrepreneurial spirit
- Travel and extended hours may be required

Next Steps

If Ion sounds like a place you would enjoy working, consider joining our team. Submit a cover letter tailored to Ion along with your resume to careers@bovitzinc.com. Please visit us at <http://ionmktggroup.com/> to learn more.