



MARKETING COORDINATOR

Job Posting

Do you value working in a true team environment and working with marketing and business professionals at an [award-winning firm](#) committed to stellar client service and work-life quality? If so, the opportunity you have been waiting, and preparing, for is with [Stockman Kast Ryan + Company \(SKR+CO\)](#). Nestled at the foot of Pikes Peak, SKR+CO is headquartered in beautiful downtown Colorado Springs, officially known as [Olympic City USA](#). In 2018, Colorado Springs ranked “second best places to live” by [US News and World Report](#). The region is known for its affordability, job prospects and quality of life, as well as its fitness-minded culture. It’s also a great place to raise a family, enjoy the [local craft beer scene](#) or dine at the growing number of [foodie restaurants](#), experience the [outdoors](#) or learn about the [area’s rich history](#), bask in the mild weather or enjoy the [arts](#).

Who we are:

At SKR+CO, we are a combination of smarts and heart. We place people first, getting to know the people behind the numbers. Founded in 1995, SKR+CO is the largest locally owned certified public accounting firm in southern Colorado and ranked as a [2018 regional leader by Accounting Today](#). We are a full-service firm offering a wide variety of audit, tax, business advising and accounting services to individuals and businesses throughout Colorado. We’ve been named the Best Accounting Firm by the Colorado Springs Business Journal for over nine years. Our team has a wide range of industry experience including small businesses, nonprofit organizations, health care, construction, real estate and financial institutions.

The opportunity:

The marketing coordinator creates content for digital mediums to include: capturing and editing videos and photos; creating consistent social media messages; designing digital and traditional creative for various tactics. The marketing coordinator:

- Creates fresh, original content and design for digital media platforms such as the website, video testimonials, photo journals, social media profiles, e-blasts and blogs.
- Designs and updates a wide-range of traditional and digital marketing collateral.
- Coordinates and monitors the firm’s online reputation and search-engine placement.
- Maintains client database accuracy and distribution plans of client-facing communication.
- Reviews and edits copy for articles, press releases, brochures and websites.
- Facilitates the distribution of collateral such as fact sheets, sales kits, promotional videos, client newsletters, direct mail and brochures.



- Coordinates, schedules and attends events. This includes supporting client seminars, filling sponsor tables, maintaining attendance lists and organizing client-centered company celebrations.
- Assists in placing media and distributing public relations initiatives.
- Processes monthly expense reports, invoices and event registrations.
- Coordinates award nominations for the firm and searches for new award opportunities.
- Provides administrative support for the marketing director and marketing committee.
- Works on special projects and other duties as assigned.

Qualifications:

- Bachelor's degree, or equivalent experience, required in marketing, communication, design, business or related field. Two to four years of progressive experience in traditional and digital marketing, preferably in a professional services environment.
- Demonstrated skill in digital design, content management, video creation and social media coordination.
- Moderate to advanced technical experience in:
 - Design software (specifically Adobe InDesign and Illustrator)
 - Website design software (specifically WordPress)
 - Video production and editing software (preferably Adobe Premier Pro)
 - Presentation and data software (specifically Power Point, Excel)
 - Social Media platforms (LinkedIn, Facebook, Social Media Manager, Hootsuite, Twitter, etc.)
- Excellent communication, writing, time-management, attention to detail and organizational skills.
- Possess above average proofreading, spelling, grammar and business writing skills; experience in AP style preferred.
- Maintain a positive, client-focused attitude and continually seeks to improve processes.
- Ability to connect emerging technological solutions to marketing strategy

Why Choose SKR + CO?

- Work with a talented team of professionals, in a fun, collaborative environment
- High level of responsibility, challenge and professional reward
- Work-life quality with competitive pay and benefits package
- Live in the Pikes Peak region; we have a [14er in our back yard!](#)
- Scenic [hiking and biking trails](#), the [Manitou Incline](#), Pikes Peak Rodeo, Cheyenne Mountain Zoo, [Seven Falls](#) and Cave of the Winds are all combined in a small-town atmosphere.

How to apply: If this sounds like the opportunity you've been searching for, we would love the opportunity to connect. Please send your resume to hireme@skrco.com.



Learn more about SKR+CO at skrco.com.

Approximate Position Duties by Category:

- 25% **Digital Media** (Using Adobe Creative Suite products, create educational short videos, set up webinars; Using WordPress, maintain website content and updates; update social media content; photography of events, people, etc.)
- 20% **Design** (Using InDesign, update/resize/create various brochures, invitations, flyers, info sheets, invitations within brand guidelines)
- 20% **Events** (coordinate event logistics, collateral, invitation, contact list management, attendee experience)
- 20% **Department Support** (marketing campaign coordination, department organization, client database updates, process invoices, maintain firm listings, general administrative assistance)
- 15% **Marketing** (proofing/editing business articles, update firm personnel bios, distributing press releases, completing nominations, coordinating sponsorships, branding firm presentations)