



Job Description: Sales and Marketing Project Coordinator

Overview of Role & Organization:

- Job Title: Sales and Marketing Project Coordinator
- Location: Camp Hill, PA
- Company: Classical Academic Press (CAP)

About Classical Academic Press:

- Faith-based owned and operated company.
- Renowned publisher of curricula and media for classical schools, Christian schools, classical homeschoolers, and classical charter schools.
- 25 full-time employees and collaborates with freelance professionals.
- 20 years of experience in bringing award-winning products to the market with consistent growth.

Responsibilities: Project Coordination

Summary: Provide detailed support and communication aiding in the execution of the Sales & Marketing Director's initiatives, projects, directives, and processes related to the sales and marketing teams.

- Serve as the chief project coordinator to ensure the seamless delivery and success of all sales and marketing initiatives.
- Learn the functionality and full capability of both HubSpot's CRM and its Marketing platforms such that sales and marketing projects can be scoped, tracked, utilized, and resourced towards the success and attainment of revenue goals assigned to each team.
- Learn the functionality and full capability of both HubSpot's CRM and its Marketing platform such that the sales and marketing initiatives and data and results can be tracked, reported, measured and utilized to inform forecasting, future projects, and grow market share in line with revenue specific goals tied to 1, 3, and 5 year company plans.
- In collaboration with the Sales & Marketing Director, craft and deliver SMART (specific, measurable, achievable, relevant, and time-bound) project narratives to sales and marketing teams for their management and execution.
- Provide the necessary support to the sales and marketing teams related to the initiatives and project execution, reporting, forecasting, sales and processing cycles.
- Act as a central point of contact for both sales and marketing teams.
- Manage project timelines and deadlines for various campaigns and initiatives.

- Work closely with the marketing team to plan and execute campaigns that align with sales objectives.
- Collaborate with sales representatives to provide necessary marketing support and materials.
- Track and analyze the performance of sales and marketing projects, providing regular reports.
- Assist in the development and implementation of sales and marketing strategies.
- Maintain organized project documentation, including briefs, timelines, and deliverables.
- Serve as a liaison between different departments, fostering effective communication.
- Ensure all sales and marketing activities adhere to established budgets.

Role Requirements:

- **Local:** This position is a hybrid role with an expectation of 2 days per week in office.
- Bachelor's degree in Marketing, Business, or a related field.
- 2-3 years of experience in sales and marketing coordination or a similar role.
- Detail-oriented with strong organizational and project management skills.
- Ability to manage multiple projects simultaneously and meet tight deadlines.
- Excellent communication skills to effectively liaise between sales and marketing teams.
- Able to scaffold, craft, track, and report on clear project details to and with a variety of team members all coordinating around a single objective.
- Familiarity with sales and marketing tools and platforms, the sales cycle and funnels, best practices related to sales initiatives seeding and client relationship, client retention, and client growth.
- Proficiency in Google Suite (Docs, Sheets, Presentations, etc.) and project management software.
- Familiarity with Adobe Creative Suite, Social media platforms, Hubspot marketing content publishing tools.
- Proficiency in Meta Business Manager, Project management software (Trello, Asana, or similar)
- A collaborative, communicative, and proactive approach to problem-solving.
- Alignment with the mission of Classical Academic Press and classical education.

Compensation:

- Competitive salary with potential increases based on performance.
- Comprehensive health coverage and retirement benefits.

How to Apply:

- Interested candidates are invited to apply, providing their resume and a cover letter highlighting relevant experience and skills.
- This role combines the responsibilities of coordinating sales and marketing efforts, making it an ideal position for a detail-oriented individual with a knack for organization and effective communication.