



Job Description

Job Title: Marketing Coordinator
Department: Marketing
Reports To: VP of Marketing
Classification: Exempt

Job Summary:

The Marketing Coordinator is responsible for promoting our marketing programs to the Financial Institutions in an effort to grow iPay's end user adoption of online bill pay. Programs will consist of both online and offline marketing efforts, including email, display advertising, and website design. The Marketing Coordinator will work directly with Financial Institutions to gain their support and drive execution of marketing programs.

Essential Duties and Responsibilities:

- Act as the primary Marketing contact to our clients at the Financial Institutions to promote online bill payment Marketing programs
- Possess a comprehensive understanding of our online bill payment products and clearly and persuasively explain the benefits of our Marketing programs to the Financial Institutions
- Work collaboratively with our Sales and Implementation teams to assist clients with the setup and execution of Marketing programs
- Handle calls and questions from our clients about the Marketing programs and provide recommendations on ways to optimize our Marketing materials
- Continually optimize the content of our Marketing programs to increase the rate of online bill pay adoption
- Monitor ongoing email campaigns to ensure proper execution of all scheduled events
- Provide key metrics for Marketing campaigns, including open, clicks, conversion and profitability metrics
- Work with appropriate data sources or groups to create reports
- Provide analyses on the performance of adoption programs and provide recommendations to senior management

Qualifications/Requirements:

- Proficient in MS Excel, Word and PowerPoint
- Strong interpersonal and relationship building skills
- Ability to manage details of multiple projects simultaneously and work under pressure
- Poised, professional and articulate; excellent written and verbal communication skills
- Self-starter who demonstrates initiative and proactively contributes ideas and solutions with little direction

Education/Training/Experience:

- Bachelors degree with 2-3 years work experience in Marketing, preferably in online and email marketing
- Financial Services experience a plus
- High GPA and history of academic achievement

Physical/Work Environment

- Position requires sitting for long periods with frequent computer use
- Ability to operate office equipment including but not limited to fax machines, copy machines, telephone
- Fast pace work environment with unscheduled interruptions
- Responsibilities may require an adjusted work schedule, overtime and evening/weekend hours in order to meet deadlines or in the event of a natural disaster