



Hiring Doc

Position: Sales and Marketing Coordinator

Groove Jones, a world-renowned and award-winning studio specializing in Augmented Reality, Virtual Reality and Interactive Entertainment technologies. We are looking for a Marketing Coordinator to develop and execute the Company's marketing related activity and assist the sales team.

The main responsibilities include conducting market research, producing promotional materials, and analyzing sales data. Our ideal candidate is able to interpret customers' behavior and suggest creative ways to increase brand awareness. If you have excellent communication skills and a passion for digital advertising strategies, we want to meet you.

Responsible for the development and execution of marketing related activities for the Company, including but not limited to:

Duties and Responsibilities

- Assist in the documentation of Proposals and SOWs (Statements of Work)
- Assist in management of Company website(s)
- Review and maintain SEO strategy
- Assist sales department in development of presentation materials which may include
 - Copywriting
 - Graphic Design, Video and Multimedia design capabilities a plus
- Maintain promotion items and apparel program
- Collect and analyze market data or customer surveys as needed
- Maintain contact database and mailing lists
- Understand product features and benefits
- Other administrative duties as assigned
- You may be required to travel to support the sales team for client relations.

Qualifications

- Bachelor's degree in marketing, marketing communications, or related field.
- Minimum of 2 years marketing communications experience.
- Knowledge of traditional and digital marketing tools
- Experience with research methods using data analytics software
- Expertise with SEO/SEM campaigns
- Solid computer skills, including MS Office
 - Capabilities in Web analytics and Google Adwords a plus
- Familiarity with Customer Relationship Management and Content Management System software
- Strong project management skills.
- Excellent verbal and written communication skills.
- Ability to prioritize and handle multiple projects.
- Must be able to meet timelines on projects and daily responsibilities.
- Attention to detail, high quality work with very minimal errors
- The ideal candidate would be based in the Dallas/Fort Worth area.



We offer competitive wages, health insurance, dental insurance, vision insurance, 401K package, vacation and sick time, paid holidays, and other optional employee benefits.

Resumes should be sent to whois@groovejones.com

About Groove Jones

Groove Jones is an award-winning creative technology company that provides software solutions to advertising, entertainment, marketing, health, and training companies to engage with their audiences. It has a client list of numerous Fortune 500 companies like Amazon, AT&T, Comcast, FX Networks, HP, IBM, Intel, Mastercard, McDonald's, Nestle, Samsung, and Under Armour.

We are artists, musicians, thinkers, creators, tinkerers, technologists, gamers, strategists, innovators, rebels, developers and most of all, digital fanboys (and fangirls) with a common interest: consistently delivering amazing, effective work for amazing clients. We love what we do.

For more information visit – www.groovejones.com