



MARKETING COORDINATOR

THE COMPANY

[A-List Education](#) powered by [Testive](#) is a combined learning, test preparation, and college advising company delivering one-on-one instruction and adaptive learning technology to schools, nonprofits, and students at all levels across the US. Our mission is to empower students of all circumstances and abilities to realize their futures.

A-List is dedicated to bringing innovation and equity to education. We work with families, schools, and nonprofits to provide solutions tailored to meet specific learning, assessment, and curriculum needs with the goal of improving college readiness. A-List offers synchronous and asynchronous instruction, adaptive learning technology, and professional development.

Testive is a 100% digital adaptive learning platform that includes customized questions served up by an AI algorithm using Item Response Theory--the same assessment methodology used by the SAT and ACT. Students practice on 90-minute or full-length tests. Testive combines ed tech with live coaching to accelerate learning and exam preparation.

A-List acquired Testive in August 2020 and now offers a broad range of scalable tools to serve a wider audience of learners and test takers.

A-List Education is looking for a contract Marketing Coordinator to support the efforts of the marketing team to carry out marketing campaigns. Their duties include researching market trends and compiling reports about consumer needs, setting up email automation, tracking analytics, creating marketing campaign content like graphics, blog posts, social media posts, ads and assisting in executing marketing projects for A-List Education.

REPORTS TO: Director of Marketing

RESPONSIBILITIES AND DUTIES:

- Conducting research to analyze competitive landscape, market trends and customer behavior and preparing reports by collecting, summarizing, and analyzing data.
- Supporting the Marketing Director in establishing and evaluating a marketing strategy and plan by analyzing and assembling sales forecasts, updating calendars, tracking campaign analytics, and organizing and planning promotional presentations.



- Managing our company's marketing funnel including but not limited to our social media presence, website content, email marketing activities and digital advertising channels.
- Communicating campaign deliverables, objectives and timelines to our team while providing instructions for promotion or use.
- Coordinating mailing lists, establishing contacts, and maintaining detailed records in CRM database (Zoho).
- Liaising with affiliate partners, influencers, and associates.
- Maintaining an inventory and directory of sales support materials making sure all resources are accurate and current while coordinating new material creation as needed.
- Continually seeking and researching new sources of prospective customers while providing recommendations to marketing director.
- Creating engaging print and digital marketing materials.
- Other duties as assigned by the Marketing Director.

SKILLS AND EXPERIENCE:

- Diploma in graphic design and/or Bachelor's degree in marketing.
- At least 1-2 years of experience in Graphic Design, Marketing/Sales or Communications.
- Experience using CRM (Zoho preferred), WordPress, Adobe InDesign, and Canva.
- A power-user of all major social media sites (Facebook, Instagram, Pinterest, Youtube, Google, Twitter, LinkedIn, at minimum).
- Maintains knowledge and understanding of SEO best practices.
- Knowledge of Google analytics.
- Knowledge in creating campaigns on Facebook, LinkedIn, Google, Twitter, Instagram, Youtube and traditional media (preference will be given to candidates with experience and portfolio).
- Detail Oriented, Excellent writing & verbal communication skills.

Please send your resume and a cover letter expressing why you are interested in this role to [hiring@alisteducation.com](mailto: hiring@alisteducation.com).