



**Title:** Marketing & Sales Coordinator  
Assistant Vice President  
**Location:** New York, NY  
**Division:** Preferred Concepts

**Position Description:**

The Marketing & Sales Coordinator will assist the Marketing & Communications Leader in all facets of corporate communications and client outreach. The role is designed for a team-oriented, self-starter who can handle multiple tasks with conflicting deadlines and work in a fast-paced environment.

This individual will assist with:

- Project management as necessary for external marketing campaigns and sales initiatives
- Producing new collateral materials (sell sheets, powerpoints, etc) and updating same on a scheduled basis;
- Ensuring that all collateral is strategically positioned on the company's websites;
- Ensuring that web site content stays fresh and accurate;
- Developing and launching company intranet to house materials such as HR information, corporate directory, all marketing materials, and other items;
- Helping develop, coordinate and distribute pre-campaign or post-campaign messaging for ongoing outreach or sales campaigns;
- Engaging in data mining exercises designed to improve sales strategies by identifying purchasing trends, cross-sell opportunities, etc.;
- Profiling and exploring existing customer base as well as potential future relationships;
- Identifying and coordinating conference attendance or other external event campaigns
- Exploring social media strategy and assisting in development and launch of same in 2012 or beyond.

**Qualifications:**

Requirements include, but are not limited to:

- College degree;
- Demonstrable organization skills;
- Personal integrity and strong ethical code of conduct;
- Collaborative team spirit;
- Fluency in WordPress and html savvy
- Fluency in Excel, Word, Publisher PowerPoint for Microsoft and Mac.
- Fluency with Adobe Creative Suite

Please forward resume and salary requirements to [tcummins@preferredconcepts.com](mailto:tcummins@preferredconcepts.com).

**About Preferred Concepts:**

Preferred Concepts, LLC is an insurance intermediary and program administrator with a network of agents and brokers located throughout the United States. Visit us at [www.preferredconcepts.com](http://www.preferredconcepts.com).