



Marketing Admin Coordinator (Part-time) On-going Remote Opportunity

About IFI Professionals (Incubator Finance):

At IFI, we have created an innovative and new way of approaching accounting and technology needs for small and mid-size businesses in a variety of industries.

“What is Means to Share the IFI Experience as an Employee”

We have gone to great lengths to ensure our employees feel respected, listened to, and have an opportunity to constantly learn new things and grow. We provide our employees with state-of-the-art office equipment like stand-up desks, have monthly remote team building celebration events and more.

Recently, we were awarded as being one of the Top 100 Best Employers in Orange County. We are constantly striving to make the employee’s experience a fun and enjoyable one.

About the Career Opportunity:

This is a newly created career opportunity that will provide support to the Sales & Marketing team and maintains admin updates, reports, charts as well as drives our email marketing, monthly newsletter blogs, online webinar events and industry campaigns. Responsibilities include, but are not limited to:

- Assist Marketing Manager with all marketing administrative tasks.
- Work across all social/search platforms to plan, implement, and optimize paid social/search campaigns (LinkedIn, Facebook, Instagram, Google Ads)
- Coordinate management of email marketing calendar, to prioritize and ensure timely execution and organization.
- Attend and participate in weekly meetings while keeping accurate notes and assist in timely execution of marketing strategy and calendar
- Maintain campaign budgets and advise on budget changes across campaigns
- Help determine campaign benchmarking and implement optimizations to hit KPI’s
- Assist sales & marketing in promoting events, webinars, and other marketing initiatives
- Work on multiple projects at any given time and successfully deliver high-quality results.
- Responsibilities are broken down by: 30% Marketing Admin Tasks, 20% Email Marketing, including list management, 30% Social & Search Marketing and 20% Monthly Newsletter/Blog

Behaviors to be Successful:

Our company values drive our behaviors and ultimately set us up for success, as well as make our work rewarding. Having and displaying these behaviors will be a strong indicator of success in this role.

✓ Lead with Solutions: “We encourage our employees to take ownership by identifying solutions to problems.”

✓ Embrace Opportunity: “Embrace opportunities to constantly grow and exceed expectations.”

✓ Act in Collaboration: “We partner and build relationships of trust based on integrity and compassion with each other, our partners, our customers, and our community.”

✓ Drive for Excellence: “Driving for excellence means being the best we can be and going above-and-beyond what is expected. Constantly striving to do better and be better.”

What Qualifications & Talents Are Needed to Be Successful in This Role?

- Bachelor’s Degree (Communications, Business, Marketing) is preferred



- Previous Experience in paid social or search marketing is preferred.
- Experience in managing LinkedIn campaigns is preferred.
- Excellent verbal and written communication skill.
- Extremely organized, highly accountable, someone who takes initiative.
- Ability to utilize all Microsoft Office Tools, including Excel.
- Demonstrated ability in working on multiple projects simultaneously in a fast-paced environment.
- Knowledge and previous experience with paid search preferred.
- Previous experience working with Mailchimp, or another email marketing tool is preferred.
- Experience with Project Management platforms such as Teamwork, Trello, Asana preferred.
- One-to-one marketing-direct traceable cause and effect marketing experience is preferred.
- Experience with A/B testing and proving what works is preferred.
- SEO experience is preferred.

You'll Love Working Here Because:

- We offer a casual environment and a flexible work schedule, so if you have a special event you want to attend you can leave early. We want you to have a good balance between work and your personal life. By the way, we were working remotely way before it was required, so we have that down too. Our remote employees very much feel they are connected to the organization and each other.
- The People - You will be surrounded by some of the most talented, supportive, smart, and kind leaders and teams -- people you can be proud to work with!
- We Care Deeply - We take time to be present and partner with our team and communities.
- We Strive to Move Upward & Are Forward Thinking - We navigate through ambiguity and go the extra mile.
- The Diverse Culture - We believe that we make better decisions when our workforce reflects the diversity of the communities in which we operate. We strive to recruit and retain the brightest and best employees as we continue our journey forward.

EEO Statement:

At IFI, we don't just accept differences — we celebrate them! We know by having a diverse organization it benefits our employees, our customers, and our community. IFI is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of creed, gender, national origin (includes, but is not limited to the individual's or ancestor's' actual or perceived physical, cultural, or linguistic characteristics associated with a national origin group or marital to membership in or association with persons of a national origin group), religion, marital status, registered domestic partner status, age, national origin or ancestry, physical or mental disability, medical condition including genetic characteristics, sexual orientation, gender identity, gender expression, gender transition, Veteran's status or any other consideration made unlawful by federal, state, or local laws. It also prohibits unlawful discrimination based on the perception that anyone has any of those characteristics or is associated with a person who has or is perceived as having any of those characteristics. We also consider qualified applicants regardless of criminal histories, consistent with legal requirements. If you have a disability or special need that requires accommodation, please let us know by notifying us.