Marketing Coordinator - Kreischer Miller  
Location: Horsham, Pennsylvania  
Industry: Accounting  
Job Function: Marketing

Kreischer Miller, recognized as a 2015 Top Workplace by philly.com, continues to prosper and grow! As a public accounting firm with over 175 team members located in Horsham, PA, we are always seeking to add talented professionals to our outstanding team. We are currently seeking a Marketing Coordinator, who would

- work with our Marketing Manager to help
- build and grow Kreischer Miller's profile and visibility in the marketplace.

Summary of Duties and Responsibilities:

As a member of a two-person marketing team, this role will provide exciting opportunities to get involved in a variety of marketing and communications projects. The successful candidate will have a meaningful and visible role in positioning Kreischer Miller as the leading accounting, tax, and advisory firm for privately-held companies in the Greater Philadelphia area.

Responsibilities will include:

- Assist with the firm’s content management program – coordinating newsletters, articles, blog posts, industry alerts, etc.
- Manage email marketing campaigns and monitor/evaluate campaign analytics
- Assist with maintaining the firm’s websites to ensure they are up-to-date, relevant, and dynamic.
- Monitor and evaluate web analytics to identify trends and opportunities.
- Provide basic video editing/video production support in the development of video clips posted to firm websites and YouTube
- Develop and maintain print and electronic marketing collateral such as brochures, product sheets, annual tax planning guide, and director bios
- Provide event planning support, including coordinating with facilities for off-site events, managing the invitation process, coordinating presentation materials with presenters, setting up for events and managing registrations, and serving as the on-site presence
- Assist with maintaining data quality in the firm’s CRM and email marketing software, including managing mailing lists and inputting inbound leads
- Assist with designing ads for community sponsorships
• Assist with maintaining the social media calendar and posting social media updates
• Maintain ad placement schedule with regional publications
• Research and order promotional items used as conference giveaways
• Manage the marketing section of the firm's intranet

Desired Personal Values and Capabilities:
• Strong project management skills - able to
  ➢ manage multiple projects simultaneously and
  ➢ see projects through from beginning to end
• Very detail-oriented and mindful of deadlines
• Exceptional written communication skills.
  ➤ If you've written any articles or similar content, please note that in your cover letter and include a writing sample.
• Excellent verbal communicator and professional demeanor; ability to
  be the "face" of Kreischer Miller at firm-sponsored events
• Strong interest in the marketing discipline with a
desire to learn new marketing skills, tools, and best practices
• Well-organized,
• self-motivated, and
• proactive
• Team player
• Comfortable learning new marketing-related technology applications

Education & Skill Requirements:
• Bachelor’s degree in marketing, communications, business, or related field of study
• 1-3 years of marketing and communications experience
• Professional services industry or B2B experience a plus
Skills in the following areas (or a strong willingness to learn) would be considered a plus:
• Graphic design
• Basic video production/video editing
• WordPress
• Microsoft Dynamics CRM

Working Conditions:
Kreischer Miller offers a dynamic workplace within a challenging environment. Some flexibility of working hours will be needed. Since this role involves event management, occasional early morning or evening hours to cover events will be required (approximately once a month).