

Marketing Coordinator

Join Yorke Engineering, LLC, an Environmental Consulting leader in California, while we implement Environmental Engineering and Compliance solutions for clients throughout California. Our mission is to solve environmental compliance problems for industrial and governmental/infrastructure facilities. We are a growing and dynamic organization of highly respected professionals. Yorke Engineering, LLC has assisted over 2,000 client organizations with their Air Quality and Environmental Compliance, Engineering, and Permitting needs. Our philosophy is to efficiently help government and industrial customers with the complex array of environmental laws and regulations. From simple permits to complex agency negotiations, from small companies to the largest of California's organizations, Yorke successfully solves our clients' Air Quality and Environmental challenges. Our staff of 50 technical specialists has over 1,000 years of combined environmental experience and consists of engineers that specialize in Air Quality, Waste, Water, CEQA, Safety, and Industrial Hygiene.

We are looking for a sharp **Marketing Coordinator** to join our team in Southern California. This is a full-time position at 40 hours per week from our corporate office in San Juan Capistrano, CA during our normal business hours. We offer a full benefits package including Paid Time Off, Holidays, Full Medical/Dental/Vision, along with a 401k with a generous company match.

Position Summary:

The **Marketing Coordinator** completes Marketing tasks with a high standard of quality, efficiency, organization, and the drive and initiative to complete their responsibilities with minimal guidance. This position will require the candidate to prioritize multiple responsibilities and proactively manage business development opportunities. In addition, this role will involve a significant amount of market research, preparing marketing information/brochures highlighting the company's skills and strengths, along with technical data, to win bid proposals and generate work.

Reporting and working directly with senior leadership and technical staff, this role will support various business and marketing support needs for a growing company. This dynamic position offers a significant variety of supporting marketing functions both in short and long-range assignments in a collaborative effort. The work is challenging, broad in scope, and variable from project to project. The position involves effective communication, decision-making, and time management. The candidate performs other duties as required or assigned.

The candidate responsibilities and qualifications will include:

- Supports Marketing materials inventory, creation, and distribution;
- Develops and distributes marketing materials for various marketing events and conferences (i.e. brochures, presentations, class materials);
- Assists with the organization of Yorke Classes including material printing and working with class attendees;
- Events setup for classes, webinars, conferences, and other trainings as needed;
- Support the execution of the company's digital marketing strategy;
- Supports the efforts to identify key clients and key markets to build client relationships;
- Support market research and marketing tool development efforts;
- Support efforts to track and analyze project performance, budget, schedule, and report to management being able to suggest the improvements to all the above;
- Collects and compiles customer feedback survey results in an easily reviewed and understood format for review by senior leadership and technical staff;
- Collects and maintains client and potential clients responses to track, review, and modify performance of marketing initiatives;
- Collaborate with our internal technical and operations work groups to complete various marketing administrative tasks.

Job Requirements:

- 2-4+ years of work experience supporting a Marketing Department or Marketing Manager in the professional services industry, experience in the EH&S Environmental Consulting Field and/or CEQA Markets preferred;
- B.A. or higher in Marketing, Communications, Digital Marketing, Business Management/Administration or relevant major required - from an accredited university with minimum GPA of 3.3; **GPA will be verified**;
- Experience with Marketing program management, content, and/or analytics (**highly preferred**);
- Strong interpersonal, communication, and leadership skills;
- Ability to think critically and develop solutions;
- Software Knowledge:
 - Strong Microsoft Excel, Word, Outlook, and PowerPoint skills (required);
 - Microsoft 365 Applications, including SharePoint (a plus).

Salary: \$65k-\$85k

Benefits: Medical/Dental/Vision/401k Matching, Paid Time Off

EEO Category: Professionals