

MARKETING SPECIALIST at BCG CONNECT

2020

BCG Connect employs a team of sales, marketing and creative professionals, focused on providing our clients with the products, services and project resources needed for developing and executing their integrated direct marketing programs. Our list of our outstanding clients is well recognized in the higher education, health care and nonprofit markets.

We are looking for a skilled marketing professional to join our team to take ownership of BCG's marketing initiatives, to help us expand our business, and help our clients exceed their fundraising goals.

Marketing responsibilities include:

- Further Brand development in the fundraising market.
- Develop, execute and measure comprehensive, new marketing initiatives.
- Market research, budget planning and management
- Event management.
- Managing our media partners and sponsorships relationships

Specific Duties Include:

- Lead generation development.
- Further market development in the education and health care markets
- Continued development of our current marketing initiatives.
- Website management.
- Managing of the CRM data base.

Desired Skills and Experience

- College degree.
- Minimum 5 years of marketing experience in fundraising or development business.
- Organized and self-motivated.
- Experience working with content management systems.
- Knowledge of email, direct mail and online marketing principles.
- A High energy professional, interested in being in a small company, productive atmosphere.

BCG Connect offers a competitive salary, with an excellent benefits package which includes; 65% paid health and dental coverage, 401(k), and 10 paid holidays and a great staff.

Please send a cover letter and resume to HR@BCGConnect.com