

Community Organizer Training & Education Services



Details

Under the direction of the Director, Training & Education Services, the Community Organizer, Training & Education Services is responsible for developing, creating and implementing CooperU's marketing strategies. The Community Organizer will help identify marketplace growth areas and bring Cooper Training & Education Services into organizations, schools, and communities.

If you've got what it takes, please email us your resume along with cover letter (stating why you want to work at Cooper) to careers@cooper.com



Key Responsibilities

- + Collaborates closely with the Director & Lead of T&ES to identify and create marketing and outreach campaigns
- + Write press releases, blog posts, tweets
- + Effectively manage the marketing, advertising and promotional activities under the CooperU umbrella of services
- + Manage the productivity of the marketing plans and projects
- + Monitor, review and report on all marketing activity and results
- + Collaborate with all facets of the organization to create materials and programs to enhance marketplace visibility
- + Assists with updating presentations, product and fact sheets, case studies, white papers, newsletters, ads, sales tools, etc.
- + Some travel may be necessary (up to 10%)

Skills and experience we are looking for

- + BA in PR or Journalism
- + 3-5+ years experience of related marketing communication experience, ideally in design consulting or creative professional services
- + Public speaking experience (conferences, professional organizations, etc.)
- + Demonstrated effective communication, writing, marketing and presentation skills
- + Must be a confident copywriter
- + Proficient computer skills in a variety of applications (MS Office, PowerPoint, Illustrator, InDesign, Photoshop, etc.)
- + Proven ability to prioritize and manage multiple projects simultaneously in a fun, fast-paced environment; solid and proactive problem solving skills
- + Exceptional interpersonal skills - must love and thrive in a collaborative work place
- + Market expertise in high tech, financial services, telecom, and healthcare ideal