



Marketing Coordinator for Bluebeam Software

Bluebeam Software, an energetic growing company that develops PDF software solutions, is looking for a motivated team player with **1-2 years of marketing experience**--preferably for a software/hardware/technology company--to join our tight-knit team in Pasadena, California.

Job Responsibilities

Trade Shows and Events

- Coordinate company's participation in trade shows from pre-show planning to post-show follow-up
- Effectively manage deadlines for all trade show tasks, and submit all necessary show documents including booth selection contracts, registration, rental orders, labor etc. on time
- Work with marketing team to determine appropriate messaging for each show and create and order new signage if necessary
- Develop and implement pre-show marketing campaign for each show where appropriate, utilizing customer newsletter, social media sites and direct e-mail
- Manage shipping and packing logistics for trade show equipment and collateral
- Track distribution and usability of all trade show equipment
- Arrange trade show travel for Bluebeam team including but not limited to flights, hotels, and ground transportation
- Assemble comprehensive travel itineraries and schedule pre-show meetings with staff for distribution
- Assist with tracking trade show budget, performance and leads
- Research new shows of interest and recommend new methods, changes and additions/deletions to improve effectiveness
- Assist Marketing Manager with coordination of user conferences and regional events as needed

Direct Marketing

- Suggest ideas and contribute to monthly customer newsletter as needed. Compose and distribute internal monthly marketing updates to company
- Contribute to direct marketing projects including copywriting and editing of product and industry one-sheets, and website content. Participate in creative meetings as needed
- Distribute direct marketing emails, and company emails via email marketing software
- Track and report performance data, and provide suggestions and feedback to the rest of the marketing team

- Maintain and develop relationships with marketing vendors, and coordinate ordering of marketing collateral
- Support marketing team with ad-hoc requests as needed

Requirements:

- Must have 1-2 years of marketing experience. Some marketing experience in a software/hardware/technology company preferred.
- Must have strong computer skills including Microsoft Word, Excel, PowerPoint and have the aptitude to learn how to use and promote Bluebeam Software
- Must have professional writing and editing skills and strong understanding of correct grammar (samples will be requested)
- Must be well-organized, able to handle multiple projects at once, and able to meet deadlines
- Must work well in a collaborative team environment and contribute creative ideas
- Must have a strong work ethic, demonstrate emotional maturity and sound judgment
- Must have a desire to join a young, hip growing company and put forth the effort to accomplish personal, team and company goals
- Bachelor's degree

Compensation is based on experience. Bluebeam offers full-time employees excellent benefits including medical and dental insurance, 401K, paid holidays, and PTO. Sorry, relocation will not be provided.

Join our Team:

If you think you are a good match for the Bluebeam team, please send the following to work@bluebeam.com :

- ✓ Cover Letter
- ✓ Resume
- ✓ Describe in your own words how you go about managing a fast-paced job with many responsibilities.

About Bluebeam:

Bluebeam Software develops smart, simple PDF creation, markup and editing software for paperless workflows. Our award-winning products are used by the world's top architecture, engineering and construction firms, as well as government agencies. We also have a strong following among tablet PC users,

students and educators, accountants and even lawyers. Our company is an open, creative environment in which we work hard and have a great time in the process. If you have a strong work ethic and undying desire to make things your own, then Bluebeam just might be the right place for you, too. Learn more about us at www.bluebeam.com.

Learn more about the Bluebeam team by watching this video:

<http://www.bluebeam.com/work-at-bluebeam>