

# Global Marketing Coordinator

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The role that we are looking for the right person to fill is one that will involve the following mix of responsibilities:

- ✓ Handling the marketing relationship for Infront with Microsoft (Canada, US, Belgium, UK, France, Switzerland and Singapore)
- ✓ Handling the marketing and promotion of Infront through:
  1. email mailings (Constant Contact)
  2. trade shows (MMS, TechEd)
  3. web site management
  4. social media (Facebook, Twitter, YouTube)
- ✓ Microsoft partner portal, PinPoint and PSX management
- ✓ Managing our customer contact information in MS CRM
- ✓ Generating quotes and assisting sales for software reseller inquiries through CRM
- ✓ Managing our new office and training room facility at Bloor and Islington (setting up a web page and aggressively promoting the availability of the training room as a rental)
- ✓ Review and proofing of customer facing documentation (marketing and otherwise)
- ✓ Some general office administration
- ✓ Responsible for the monitoring and response to RFQ, RFP and RFI bids (coordinating the resources necessary to respond to an RFP/RFI/RFQ)
- ✓ Coordination of the annual Infront team building week
- ✓ Coordination of Infront's presence at the Microsoft Management Summit annually in the spring
- ✓ Coordinating and submitting speaking sessions for consultants at Microsoft conferences
- ✓ Managing the design of the tradeshow display based on the theme for that year

The position of Global Marketing Coordinator reports directly to the Managing Principal Consultants in Canada, the United States and Belgium.

This position requires an individual that is comfortable with taking on and managing multiple projects and wearing multiple hats to work towards our shared corporate goals. You must be able to prioritize and ask questions when you are stuck. Only individuals that are self motivated and capable of achieving outstanding results will be successful.