

# PARAGON MARKETING GROUP, LLC

## Job Description

Job Title: **Project Coordinator**  
Reports To: Account Coordinators  
Date Position Opens: January 1, 2019  
Hours: Full-time

### **SUMMARY:**

Responsible for assisting in the activities and operations of Paragon's account team as they relate to Paragon's clients' marketing and promotional initiatives, as well as providing general assistance and support to account management initiatives with respect to assigned accounts.

### **DUTIES and RESPONSIBILITIES**

Essential responsibilities and duties include, but are not limited to, the following:

- Arrange and coordinate travel schedules and reservations
- Coordinate and arrange meetings, prepare agendas, reserve and prepare facilities, and record and transcribe meeting summaries
- Assist in account team meetings and brainstorming sessions
- Compose routine account team correspondence
- Provide support for comprehensive end-of-year and/or program analyses
- Aid in management of client budget(s)
- Facilitate the development and execution of activation strategies, plans, and activities
- Conduct research as needed, such as seeking out new opportunities and solutions to increase program efficiencies
- Assist with the evaluation of renewal contracts and new relationships
- Contribute to team spirit on the account team
- Assist Paragon management in the implementation of goals and objectives, including new business development
- Take an active role in protecting and maintaining a healthy culture at Paragon
- Perform other duties as assigned by Paragon management

Essential work skills and qualifications include, but are not limited to, the following:

- Interest in principles and practices of corporate sponsorship consulting and/or event marketing
- Ability to:
  - Communicate clearly and concisely, including oral, written, and audio/visual presentations
  - Display sound organizational skills and computer literacy
  - Prioritize, organize, and manage multiple projects
  - Demonstrate strong people skills
  - Analyze and assess programs, initiatives, policies, and needs and make appropriate adjustments
  - Understand and assist in furthering Paragon's and clients' goals, objectives, and procedures
  - Follow directions and meet deadlines
  - Respond to new opportunities and adapt quickly to shifting conditions
  - Exhibit a professional demeanor and compelling customer service attitude
  - Display a high level of energy and dependable, strong work ethic

### **EXPERIENCE:**

Internship experience in marketing industry preferred

### **EDUCATION:**

Senior undergraduate status or Bachelor's degree, preferably in the field of marketing, advertising, sports management, or business

### **PHYSICAL DEMANDS:**

Standing and sitting for prolonged periods of time; occasional lifting of light to moderate weight objects

### **TRAVEL & RESIDENCY REQUIREMENTS:**

Occasional local and domestic travel, extending into nights and weekends  
Must reside in the state of Illinois throughout employment

\* Compliance with Paragon's drug and alcohol policy is a condition of employment and may require testing in accordance with applicable law