

Job Description: Marketing & Operations Specialist

About Vision

Vision Government Solutions is a leading government technology firm providing cutting-edge software to the public sector. We are at an incredible inflection point of growth and are looking for people to join our Sales & Marketing Operations team. Specifically, we are searching for ambitious, motivated individuals looking to build a career as part of our Sales & Marketing Operations Team.

Summary of Role & Responsibilities

The Marketing & Operations Specialist will work closely with the Director of Operations as well as the Senior Operations and Marketing Specialist. This will include but not be limited to:

Aiding in Marketing Operations:

- Updating the Vision website and online Customer Portal (training is available, prior web experience not required)
- Utilizing our email marketing platform (currently Pardot/Salesforce Account Engagement) and maintaining email distribution lists for outbound communication to customers and prospects with guidance from the Director of Operations and Senior Operations and Marketing Specialist
- Aiding in video recording and editing (ex: testimonial videos)
- Assisting with content strategy and execution
- Other, as needed

Aiding in Managing Event/Conference Logistics:

- Managing attendance and registration of all industry conferences
 - Maintaining our conference calendar
 - Shipping materials and collateral
 - Coordinating registrations
 - Hosting teleconferences
 - Executing on all event action items
- Managing Vision events, such as our annual national User Summit and approximately 15-20 state-specific User Summit or Group Demos
- Coordinating and moderating educational webinars
- Communicating effectively with all internal attendees (ex: coordinating schedules)

Supporting our Sales Operations by:

- Enabling the Sales Team through creation and assembly of government bids
- Aiding our Sales Team in drafting contracts
- Coordinating sales demos and logistics
- Maintaining CRM (Salesforce) data integrity including but not limited to auditing and updating contact information, active subscriber lists, account information

Who We Are Looking For

The ideal person for this role will have demonstrated the following skills and traits:

- **A keen eye for design and branding:**
 - While this person is not a professional designer, they have shown proficiency and interest in design-related tasks in the past, perhaps by creating a personal blog or pursuing a creative hobby
 - They are known as the person who catches the hardest-to-find typos
- **Obsessed with to-do lists and organization:**
 - This person is obsessed with tracking every action item and checking their lists constantly
 - This person would rather over-communicate than leave someone out of the loop
 - They are the team member who remembers the action item everyone else forgot
 - They keep a pristine inbox
 - They never say 'I'll get to it tomorrow' if they won't – they set clear expectations and take great pride in honoring them
 - This person has extreme attention to detail and is known for quadruple-checking a mass email
- **Growth-oriented mindset:** We are hyper-focused on improving every day. Successful team members will have a similar mindset, including:
 - An eagerness to learn
 - An aversion to boredom
 - An instinct to see what could go wrong before it happens
 - The willingness to build and participate in a safe environment focused on continuous improvement
 - Competitiveness as a team; collaboration with each other

Our team members have come from a wide variety of professional and educational backgrounds, so experience is not our sole focus. We expect the successful person in this role will likely have between 0-3 years of experience in an Operations, Marketing, Events, or Design role, but we emphasize hard work and desire to learn above all else.

If you are interested in joining us, please submit a resume and cover letter describing your interest in the role and alignment with the qualifications described above to hr@vgsi.com. We look forward to meeting you!