



Marketing and Account Coordinator

About User Insight

User Insight, an international research firm headquartered in Atlanta, Ga., has been recognized as one of the fastest-growing privately held companies in the United States by Inc. Magazine three years running. Employing a consistent methodology and dedicating a full team of diversified industry professionals to every client engagement, User Insight gathers and analyzes the voice of the customer to provide insight to user behavior, create intuitive products and lead market strategy. Currently, User Insight has conducted research across the U.S. as well as in 15 countries for more than 300 clients spanning 25 industries. For more information, please visit www.UserInsight.com.

Job Description

Assumes a primary role in managing the brand, assists in marketing activities and supports client services.

Core Responsibilities

- Research current customers, competitors and industry to identify opportunities
- Participate in sales activities with other account managers.
- Assist account managers with client presentations and sales process.
- Participate in lab days, planning meetings and design meetings in order to consult with operations and client services on up-sell opportunities with clients.
- Recommend and participate in trade shows, events, conferences and industry organizations.
- Assist with creation of marketing materials and marketing initiatives (i.e., brochures, presentations, promotional materials, etc).
- Manage website, delegating where appropriate to ensure content is current.
- Ensure the brand is represented appropriately throughout User Insight and in the marketplace.
- Identify marketing activities to further expand the brand.
- Assist in the creation and implementation of formal client service process standards.
- Create and maintain documentation of Client Profile.
- Identify areas for expansion in User Insight Solution offerings.

Qualifications

Core Skills

- **Analytical** - Synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data; designs work flows and procedures.
- **Problem Solving** - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.
- **Cost Consciousness** - Conserves organizational resources.
- **Adaptability** - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.



- **Dependability** - Takes responsibility for own actions; commits to long hours of work when necessary to reach goals; completes tasks on time or notifies appropriate person with an alternate plan.
- **Initiative** - Volunteers readily; undertakes self-development activities; seeks increased responsibilities; takes independent actions and calculated risks; looks for and takes advantage of opportunities; asks for and offers help when needed.
- **Innovation** - Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas; presents ideas and information in a manner that gets others' attention.
- **Judgment** - Displays willingness to make decisions; exhibits sound and accurate judgment; makes timely decisions.
- **Motivation** - Demonstrates persistence and overcomes obstacles.
- **Planning/Organizing** - Uses time efficiently; develops realistic action plans.

Project Skills

- **Design** – Understands design solutions and is able to assist with client needs as they relate to design recommendations.
- **Technical Skills** - Assesses own strengths and weaknesses; pursues training and development opportunities; strives to continuously build knowledge and skills; shares expertise with others.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings.
- **Written Communication** - Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents findings effectively; able to read and interpret written information.
- **Organizational Support** - Follows policies and procedures; completes administrative tasks correctly and on time.
- **Quality** - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.
- **Quantity** - Works efficiently.

Client Skills

- **Customer Service** – Manages difficult or emotional customer situations; responds promptly to customer needs; uses customer feedback to improve service; responds to requests for service and assistance; meets commitments.
- **Interpersonal** - Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to others' ideas and tries new things.
- **Team Work** - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interest; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed; recognizes accomplishments of other team members.



- **Professionalism** - Approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration regardless of their status or position; accepts responsibility for own actions' follows through on commitments.

Education/Experience

Master's degree (M.A.) or equivalent; or two to six years related experience and/or training; or equivalent combination of education and experience.

Language Ability

Ability to read, analyze, and interpret the most complex documents. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management.

Reasoning Ability

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Computer Skills

Knowledge of the Microsoft Office Suite including word processing and spreadsheet software; Microsoft Visio, Adobe Acrobat, iWork internet and email software is required.

Travel is required

Travel outside of the assigned metro area for roughly 20% of the year.