

Marketing & Content Coordinator (Hybrid)

Who we are:

Poe Group Advisors helps CPAs navigate significant change in their careers. We are a fast growing company and the premier accounting practice intermediary firm in the industry, with offices headquartered in both Charleston and Ontario. We facilitate accounting firm sales across the U.S. and Canada, guiding sellers and buyers to maximize value and minimize risks. Our diverse team, blending in-person and remote staff, embodies trust, collaboration, and results while fostering a culture of generosity and friendliness.

Our Core Values:

At Poe Group Advisors, our five core values shape everything we do:

1. High trust in our relationships with clients and teammates
2. Results-driven focus on successful outcomes
3. Collaborative and candid communication to ensure mutual success
4. Friendly and balanced environment that combines professional excellence with personal well-being
5. Generosity toward the accounting community through continuous education and knowledge-sharing.

These values enable us to effectively guide CPAs through career-defining transitions while maintaining our position as trusted industry leaders across the U.S. and Canada.

What we're looking for:

We are seeking an organized and proactive Marketing & Content Coordinator to join our team. This role is pivotal in implementing and managing our marketing strategy across multiple channels. The ideal candidate will be a detail-oriented professional with strong project management skills and the ability to collaborate with internal teams, vendors, and external partners. This person will have a passion for data driven decision making and project management. This person will need to align with our core values.

You're a great fit if:

You have at least two years of marketing coordination, content management, or project management experience. You possess exceptional organizational and time-management skills, enabling you to handle multiple projects in a timely manner. You are a self-starter with excellent communication skills, a creative mindset, and the ability to thrive in a fast-paced environment.

Key Role Responsibilities:

Marketing Strategy & Project Coordination:

- Partner with the Marketing Director to take project concepts from initial strategy through execution and final approval
- Coordinate and manage marketing strategy implementation in alignment with organizational goals
- Monitor and maintain the marketing calendar and schedule across all channels
- Assist with execution of the marketing plan and annual marketing budget
- Oversee conference scheduling, booking, and coordination

- Manage deliverables to execute annual mail schedules and journal publication relationships
- Manage journal publication relationships, deadlines, and coordination with the team to create accurate and enticing classifieds and banner ads
- Coordinate speaking engagements, webinars, and related bookings with Founder's Executive Assistant
- Project manage webinar coordination across the team and assist with ad hoc items as needed
- Partner with outside vendors to oversee podcast process, tying it into marketing strategy and calendar
- Oversee booking of podcast guests in conjunction with the Founder's EA
- Partner with team's Broker Assistants to project manage marketing initiatives of individual listings
- Help manage vendor relationships, including our third party marketing development & SEO partners

Content & Publication Management:

- Oversee content creation for repurposing blog content and review content created through partner relationships
- Serve as final review for website listing language and broker profiles with marketing eye for what could be highlighted or what is missing to help move deals
- Submit requests as needed for video production, podcast needs, etc., and coordinate posting of videos and podcasts on website and email distribution

Social Media & Digital Presence:

- Oversee social media presence across channels (X, LinkedIn, Facebook, Instagram, YouTube) in partnership with third party marketing team
- Develop monthly social media calendar in conjunction with third party marketing partner and manage social media comments/replies
- Track and report on data across all social channels
- Review and offer edit suggestions on all social content including videos, thumbnails, and organic posts
- Create ad hoc social posts and assist with brand social posting on individual pages
- Create ad hoc marketing materials for conferences, mailers, website, and ads
- Keep Events landing page up to date and review web pages for errors as updates are made
- Oversee monthly newsletter content and distribution, and handle email creations and sends as needed
- Stay current with marketing and SEO trends by collaborating with third party marketing and SEO teams, then bring insights and recommendations to Marketing Director for strategic decision-making

Requirements:

- Bachelor's degree in Marketing, Communications, or a related field preferred
- 3-5 years of marketing coordination, content management, or project management experience
- Strong organizational and time management skills with the ability to handle multiple projects
- Excellent written and verbal communication skills
- Proficiency in social media platforms and content optimization (YouTube experience a

- plus)
- Familiarity with marketing automation tools, email scheduling, and vendor coordination
- Detail-oriented with a creative mindset and problem-solving approach

Compensation & Schedule:

- Full-time, hybrid role (Average of 40 hours per week)
 - We are a collaborative, hybrid team currently, with 3 days in our Charleston office and 2 days work from home
- \$65,000 - \$75,000/Year base pay
- Eligible for health insurance, Dental, Vision and 401K
- Opportunities to develop and grow within a specialized niche market
- Engaging projects in marketing, content creation, and strategy execution

Next steps:

- Complete the online application and submit a copy of your resume
- If advanced, a member of the hiring team will schedule a phone interview
- There will be a sample project submission, online strengths assessment, and Zoom interview as part of the screening process
- The final interview will be held in-person with the company Founder & Marketing Director
- 3 references will be requested and contacted