



**Illuminating**  
ENGINEERING SOCIETY

**Illuminating Engineering Society**

120 Wall Street 17th Floor

New York, NY 10005-4001

T 212-248-5000

F 212-248-5017, 18

[www.ies.org](http://www.ies.org)

## Job Description

**Job Title:** Coordinator, Sales & Marketing

**Location:** Remote

**Reports to:** Director, Marketing and Business Operations

**FLSA Classification:** Exempt

### Who We Are

Established in 1906, the Illuminating Engineering Society is the recognized technical and educational authority on illumination. Our mission is to improve the lighted environment by bringing together those with lighting knowledge and by translating that knowledge into actions that benefit the public. We provide a variety of professional development, publications, networking and educational opportunities to our membership of engineers, architects, designers, educators, students, contractors, distributors, utility personnel, manufacturers and scientists in nearly 60 countries. Through our American National Standards Institute (ANSI) accredited process, we publish and maintain the Lighting Library®, with over 100 standards written by subject matter experts in our technical committees.

### Job Summary

The Sales and Marketing Coordinator plays a key role in promoting the IES and associated brands, societies, programs, events, and publications while supporting revenue-generating activities such as sponsorship, event sponsorships and exhibits, advertising and membership campaigns. This role involves coordinating marketing campaigns, managing customer relationships, and assisting with sales initiatives that align with the Society's strategic goals.

### Key Responsibilities

#### Marketing Coordination

- Assist in the development and execution of integrated marketing campaigns for IES membership, education, events, programs, standards, and publications.
- Coordinate email marketing efforts, including content creation, list segmentation, scheduling, and performance tracking.
- Maintain and update marketing content across IES digital platforms (website, social media, newsletters).
- Track and report on marketing KPIs (open rates, CTRs, conversions, etc.) and make recommendations for improvement.
- Collaborate with the Marketing Director and Senior Marketing Manager on promotional materials, graphics, and messaging.

#### Sales Support

- Coordinate advertising and sponsorship sales for IES publications, digital platforms, and events. This includes follow-up with exhibitor and sponsors materials and collateral.
- Aid with confirmation and invoice creation, from sales.
- Develop and maintain relationships with industry partners, vendors, and sponsors.
- Maintain and update a CRM database of leads, contacts, and customer interactions.
- Assist in the development of sales collateral, rate cards, and media kits.
- Support exhibit and sponsorship fulfillment for events and conferences.

### **Event Support**

- Assist in promoting IES events such as the Lighting Conference, Street and Area lighting Conference, Symposia, LightFair, webinars, and local section events.
- Assist in promoting AES events such as the AES Europe, AES Show (USA), focused conferences, Academies/Symposia, webinars, and local section events.
- Coordinate communications with sponsors and exhibitors before, during, and after events.
- Collect and analyze feedback to improve future events and campaigns.

### **Skills & Competencies**

- Strong written and verbal communication skills.
- Experience using marketing tools (e.g., Mailchimp, Hootsuite) and CMS platforms (e.g., WordPress).
- Strong analytical and organizational skills; attention to detail.
- Ability to manage multiple projects and deadlines independently.
- Proficiency in Microsoft Office and graphic design basics (Canva or Adobe Creative Suite a plus).
- Team-oriented with a customer-first mindset.
- Demonstrated initiative and ability to identify opportunities for process improvement or creative marketing solutions.

### **Education & Experience**

- Bachelor's degree in marketing, communications, business, or a related field.
- Minimum 2 years of experience in marketing coordination, sales support, or a similar role.
- Experience with nonprofit organizations, professional societies, or associations is a plus.
- Familiarity with the lighting or building technology industry is an asset.

### **Work Environment**

- This role is remote, requiring regular interaction with team members and collaboration with other departments.
- Prolonged stationary periods and working on a computer.

### **Travel Requirements**

- Occasional travel may be required for training sessions, meetings, or conferences. Travel is within the U.S. and is estimated to be up to 5% per year.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

IES is an equal opportunity employer and is committed to fostering an inclusive and equitable workplace where all individuals are valued and respected.