

Marketing Coordinator (Events & Campaigns)

About PlanIT Geo

PlanIT Geo provides innovative software and services for urban forestry, GIS, and green infrastructure management. Our tools and data help cities, organizations, and consultants plan, preserve, and enhance the urban forest – creating greener, healthier communities.

We're rebuilding our growth team and looking for a detail-oriented **Marketing Coordinator** to support our events, campaigns, and day-to-day marketing operations. This person will take ownership of logistics and execution - from coordinating 30+ industry events per year to helping manage webinars, marketing assets, HubSpot data and content coordination across campaigns.

You'll work closely with our Growth Marketing Manager and VP Growth & Success to ensure every campaign and event runs smoothly, on time, and on brand.

This is a remote position, reporting to the VP Growth & Success.

Key Responsibilities

Event Coordination (Primary Focus)

- Manage logistics for 30+ annual tradeshow, conferences, and partner events — including booth setup, shipping, registration, swag, collateral, travel coordination, and vendor management.
- Attend up to ~10 events per year to support onsite coordination, setup, and engagement with attendees.
- Maintain the event calendar, budget tracking, and deadlines across teams.
- Collaborate with the Growth and Sales teams to prepare pre- and post-event marketing campaigns.
- Coordinate with SDRs and Sales reps attending events to ensure they have materials, talking points, and follow-up plans.
- Track leads and engagement from events and ensure proper entry and follow-up in HubSpot.
- Support planning and logistics for webinars and virtual events, including invitations, reminders, and recordings.

Marketing Operations, Content & Campaign Support

- Assist in building and scheduling email campaigns and HubSpot workflows.
- Maintain data hygiene in HubSpot, updating contact records, lists, and campaign tracking.

- Assist with content coordination, helping assemble and organize marketing assets such as blogs, case studies, emails, landing pages, ads, and event materials.
- Work with the Growth Marketing Manager, in-house designer, internal SMEs, and external contractors as needed to ensure content is delivered on time, on brand, and ready for campaigns.
- Help with content organization and asset management (case studies, graphics, photos, etc.) across campaigns and channels.
- Coordinate cross-functional tasks between Marketing, Sales, and Product to support campaigns.
- Support the rollout of marketing initiatives and launches - ensuring timelines and deliverables are met.

General Marketing Support

- Manage marketing inventory (swag, collateral, displays) and reorders.
 - Help document repeatable processes for event prep, shipping, and campaign tracking.
 - Provide administrative support for marketing reporting and team organization as needed.
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Success Metrics

- On-time, error-free execution of event logistics and campaigns
 - Smooth coordination across teams (Sales, SDR, Growth)
 - Accuracy and cleanliness of data in HubSpot
 - Positive feedback from internal stakeholders on readiness and follow-through
 - Event and Campaign ROI reporting and follow-up completed consistently
 - Timely and accurate delivery of marketing content assets supporting campaigns and events
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Requirements

- 1–3 years of marketing, event coordination, or project coordination experience or valid degree (SaaS, tech, or environmental sector a plus)
- Strong organizational and project management skills – thrives on checklists, deadlines, and details
- Excellent communication skills and a customer-service mindset
- Experience with HubSpot, Google Workspace, and project/task tools

- Experience coordinating content production and working with multiple contributors/designers to meet deadlines
 - Comfortable managing multiple priorities and working cross-functionally
 - Willingness and ability to travel occasionally (up to ~10 events/year) to support onsite coordination
 - Self-motivated and resourceful; willing to learn new tools and processes
 - *Nice to have:* As a remote company, support event logistics by helping store and ship out materials to conferences as needed - this is a nice-to-have responsibility as we recognize some candidates will be limited by where they live.
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Compensation

\$50,000–\$60,000 base salary, commensurate with experience with experience with potential for performance-based bonus.

Company 401(k) with employer match, comprehensive health, dental, and vision insurance, HSA, and unlimited paid time off offered.

Laptop provided by PlanIT Geo as well as other reimbursable expenses.

Flexible work hours, a supportive and inclusive work culture, and the opportunity to make a positive impact on the environment and urban communities.

We pay every other week through direct deposit and offer performance bonuses.

Equal Opportunity Statement

PlanIT Geo is an equal opportunity employer committed to inclusion and diversity. We take action to ensure equal opportunity for all applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, Veteran status, or other legally protected characteristics. At present we are only considering candidates resident in and legally authorized to work in the USA. Read our full policy [here](#). Learn more about your EEO rights as an applicant [here](#).