



CHENG & TSUI

“Bringing Asia to the World”™

25 West Street
Boston, MA 02111-1213 USA
p: 617-988-2400
f: 617-426-3669

chengtsui.co

Marketing Operations Coordinator – Full Time

Cheng & Tsui is an award-winning international publisher of educational core and supplemental materials in Asian languages and cultures studies for the K-12 and higher education markets based in Boston, MA. This position is for a talented individual to support the sales and marketing teams and to contribute to the overall growth of our social entrepreneurial business helping to develop global citizens.

As Operations Coordinator, you will work collaboratively with multiple areas of the business including our subject matter experts within our editorial, digital, sales, customer service and management areas in order to help generate leads for sales as seek to develop and maintain relationships with schools, districts and campuses across the country and around the world, to optimize our textbook contracts and adoption bid response processes.

This position is most suited for an individual with the desire to learn and stay current with education market trends, understand market needs, and enjoys working with data and technology. A love of education, world language pedagogy, and Asian languages and cultures is highly preferred.

Responsibilities include:

- Learn and maintain a working knowledge of our key print and online products, their alignment with local, state, and national curriculum standards, and the educational solutions they provide and be able to correlate them to those standards, seeking help from editorial as needed
- Gain command of the marketplace for informational resources that provide RFP opportunities, schools, districts, and state enrollments and demographic data, and pricing of equivalent print and digital products to inform sales and marketing plans and policies
- Research grants and special funding opportunities for our materials
- Identify, analyze, and coordinate bid responses by coordinating with other departments to ensure timely, accurate, and quality submissions to school districts, states, and federal agencies.
- Help to plan and create email campaigns, and promotional and presentation materials through thoughtful use of all database resources, such as Mailchimp
- Handle all website promotions of new products announcements, special events activities, holiday and conference offers with discount coupons and more
- Assist with preparing the logistics of exhibiting at local, regional, and national conferences whether in-person or virtually
- Update product information and pricing on company website as well as with resellers such as Amazon and others around the world

Requirements:

- Energetic, creative self-starter with exceptional organizational, analytical, and creative thinking skills
- Comfortable with detailed and complex work that require the ability to focus, investigate, and resolve issues through timely communication
- Strong multi-tasker who is flexible and enjoys learning
- 4-year college degree or equivalent work experience
- Strong writing, presentation, communication, and organizational skills with an emphasis on quality, accuracy, and timeliness
- Demonstrated experience working collaboratively
- Solid knowledge of all the standard office tools of MS Word, Excel, Power Point, and Google Drive
- Authorized to work in the U.S.

Preferred:

- Some teaching or classroom experience
- 2+ years of experience in a sales or marketing position in an educational publishing company
- Experience using Netsuite CRM
- Experience with website maintenance and with technology tools such as Adobe suite
- Bilingual in an Asian language
- Experience in contract and bids management/proposal coordination
- Experience with data analytics (Tableau, Power BI, etc)

Salary and title commensurate with experience. We are an Equal Opportunity Employer. We offer full benefits to qualified employees with 401K plan, health, dental, life, and disability insurance. We are located in downtown Boston, MA but offer remote work and hybrid work options.

To apply, please send resume *with* cover letter to careers@cheng-tsui.com, noting **Marketing Coordinator** in the subject line. No phone calls accepted.