



## Marketing Coordinator

*Location: Twin Cities, MN (Hybrid)*

Position: Full-time, salaried

## Company Overview

The Bob Pike Group was established by Bob Pike, an icon in the learning and development industry, in 1979 and remains a family-owned, values-driven company based in Chaska, Minnesota. As the industry-leading train-the-trainer company, we transform learning from passive to active, boring to invigorating, and ignored to embraced and applied. We equip trainers to deliver Participant-Centered Training—which is based on how the brain actually learns—so their learners don’t just “sit and get” through training, they apply it back on the job, and leaders see real ROI.

## Job Overview

The Marketing Coordinator shapes and extends The Bob Pike Group’s digital presence. The role is responsible for website updates, social media, email marketing, CRM management, blog content, and surveys. It’s an entry-level position with room to grow in a values-driven, family-owned learning and development company.

## Key Responsibilities

### Online Presence

- Update webpages
- Manage organic social media
- Analyze marketing statistics (Google Ad groups, SEO, etc.) to assess performance, identify trends, and make data-driven decisions
- Contribute to ongoing SEO and AI findability improvements
- Advise leadership on the best approach to grow online presence and findability
- Communicate and coordinate with internal and external stakeholders
- Provide quarterly and annual analytics summaries and reports

### Email Marketing

- Build and send weekly or twice-weekly marketing emails
- Track email KPIs (open rate, click-through, conversion) and support A/B testing and ongoing campaign optimization
- Advise leadership on best practices
- Provide year-end email marketing reviews with recommendations



## CRM & Survey

- Manage the Customer Relationship Management (CRM) system
- Maintain database hygiene (manage duplicates, inactive contacts, tagging, and segmentation)
- Manage the online survey system
- Create surveys
- Provide survey reporting

## Qualifications & Skills

### Required

- Bachelor's degree with internships and/or relevant marketing coursework
- Experience producing digital graphics, preferably in the Adobe suite or Canva
- Strong analytical and communication skills
- Organized, responsible, flexible, and intrinsically motivated team player
- Reside in the Twin Cities, Minnesota (to support corporate culture, staff meetings, and other in-person events)

### Preferred

- Experience with HubSpot, BigCommerce, and SurveyMonkey
- Familiarity with HTML, CSS, or digital tools for automation and integration
- Familiarity with digital marketing tools such as Google Analytics
- Proficiency in using AI to work smarter (automate mundane tasks, write copy, etc.)

## Contact

Recruiter - Caleb Squires, Principal at Flow HR Solutions at [caleb@flowhrsolutions.com](mailto:caleb@flowhrsolutions.com)

*The Bob Pike Group is an equal opportunity employer. Please submit your resume to be considered for the position. Thank you!*