



## Marketing Coordinator

**Opti**, a division of part of [Aliaxis Next](#), is a leader in IoT cloud-based stormwater management, is seeking a full-time Marketing Coordinator to support a fast-growing company whose products help communities adapt to changing societal and environmental circumstances. Opti offers a hybrid work environment based upon trust and transparency. Office based activities are guided by 'office with a purpose' centered on teamwork requirements. At Opti, it's possible to 'design anywhere, build anywhere' given our company lives in the cloud! The Marketing Coordinator position is located in our Boston, MA headquarters.

At Opti, we are a passionate team of water experts and technologists driven to protect our communities, infrastructure, and the environment from the impacts of stormwater runoff. We seek to transform stormwater from a problem to an asset. We believe the stormwater management challenges facing communities today require performance improvements, adaptive capacity, and operational transparency that only digital approaches can deliver. Opti is the creator and leading provider of Continuous Monitoring and Adaptive Control (CMAC) solutions. Opti's software products provide solutions to multiple, often competing, stormwater objectives, providing customers with economic savings, resiliency and peace of mind since 2007.

The Marketing Coordinator will be primarily focused on the development and execution of marketing campaigns, coordination with industry organizations and partners, as well as coordination efforts with Opti's marketing agency. This role will also support the Partnership & Sales team in its go-to-market strategy and content development to engage key audiences involved in the buying process.

Marketing is responsible for guiding Opti's go-to-market messaging and the effective articulation of the company's value proposition to customers, partners, and prospects. You will be working with a team of passionate and talented marketers, business development leaders, and software and civil engineers who are committed to Opti's mission of clean water, resilient communities.

**Responsibilities:**

Responsibilities of the position include, but are not limited to:

- Coordination and execution of ongoing campaigns and events. Collaborate with internal subject matter experts to support PR, Account-Based Marketing.
- Coordinate marketing activities with external partners such as Opti's marketing agency, Opti Partnerships, professional societies, events and conference organizers.
- Building relationships with industry organizations for PR and cross promotion opportunities.
- Create new assets and repurposing existing content to support our brand and campaign strategy across multiple channels, including email marketing, social media, direct mail, multimedia (webinars, podcasts, and videos), and earned media (press releases and supporting illustrations and infographics).
- Conduct industry and account-based research to identify industry trends, target markets, customers, and partners.
- Assisting with data management by working with Opti's customer relationship management (CRM) system.
- Coordinate website content and structural updates
- Social media posts and SEO.

**Requirements:**

- BA/BS or equivalent working experience in marketing, communications or a related discipline.
- 1-3 years of relevant experience in campaign management, content creation, digital marketing, marketing events at an agency or technology company (B2B preferred).
- Prolific at developing engaging and useful content for business and technical audiences in a variety of formats.
- Creative and passionate about storytelling and connecting buyer needs to product capabilities.
- Detail oriented with excellent writing and editing skills.
- Experience using design tools such as Adobe or Canva.
- Salesforce and Pardot experience.
- Self-starter who can thrive in a startup culture and manage competing priorities.
- Exceptional organizational skills and attention to detail and quality



### **Current Benefits Summary**

Opti offers competitive compensation and an employee-centered benefits package relative to most start-ups, including:

- Competitive base salary and paid time off
- Bonus opportunity based on individual and company performance against goals
- Blue Cross Blue Shield PPO/HMO health coverage
- Delta Dental coverage
- Vision coverage
- 401(K) - employee contributions plus a corporate match up to 5% of base compensation
- Flexible spending account
- Dependent spending account
- Short term and long term disability
- Home office reimbursement account
  
- Pre-tax transit account
- Pre-tax parking account

Please submit your application below. For more information, please contact [careers@optirtc.com](mailto:careers@optirtc.com).