

Sales & Marketing Coordinator

AI-Powered Construction Intelligence

Location: Washington, DC Metro Area (DMV) – **Preferred**

Experience: 3-8 years

Type: Full-time, Hybrid (1 day/week in-person)

Role Overview

AnchorGrid is seeking a Sales & Marketing Coordinator to support founder-led sales and help turn customer conversations into organized action. This role focuses on post-call execution, managing follow-ups, scheduling demos, maintaining CRM records, and ensuring opportunities move forward quickly and professionally every day.

As a Sales & Marketing Coordinator, you'll work directly with the CEO to help transform early-stage pipeline activity into clear next steps and measurable progress in a fast-paced environment. We are looking for an organized, detail-oriented professional who can create polished one-pagers, coordinate marketing materials, and keep sales processes running smoothly.

What You'll Own

- A well-organized, up-to-date sales pipeline with clear next steps for every prospect
- Professional, timely follow-up processes that ensure no opportunity falls through the cracks
- High-quality customer-facing materials, including one-pagers, proposal templates, and demo assets
- Consistent scheduling and coordination for demos, meetings, and customer communications
- A reliable operating rhythm between sales conversations, marketing materials, and CRM execution

Primary Responsibilities

- **Own post-call execution:** Manage follow-ups after CEO sales calls, including recap emails, task tracking, demo scheduling, and next-step coordination with prospects.
- **Maintain the pipeline engine:** Keep CRM records accurate and up to date, track deal stages, set reminders, and ensure no opportunity goes cold.

- **Coordinate customer-facing materials:** Create and update one-pagers, slide decks, proposal templates, and product summaries aligned to specific prospects and divisions.
- **Manage content production:** oversee the creation of product overview videos, case studies, and testimonials—working with internal teams or outside vendors as needed.

Desired Experience & Background

- **3 - 8+ years of professional experience** in sales support, marketing coordination, project management, or customer-facing operations.
- **Exposure to both large organizations and small companies**, with an understanding of structured processes as well as startup agility.
- **Strong written communication skills** with demonstrated ability to produce polished business collateral (one-pagers, emails, presentations).
- **Hands-on familiarity with CRM tools** (HubSpot, Salesforce, or similar) and experience managing follow-up workflows independently.
- **Detail-oriented and highly organized self-starter** who can juggle multiple prospects and projects without constant direction.
- **Bonus - Experience in the AEC industry** and familiarity with buying practices and cycles among construction companies.

What Makes This Role Different

- **Real impact:** Your work directly eliminates hours of manual labor for construction professionals
- **Customer-driven:** Weekly calls with users mean you see exactly how your features help (or don't)
- **Small team:** Your voice matters in technical decisions from day one
- **Collaborative environment:** Weekly in-person sessions for deep work and knowledge sharing
- **Deep listening:** AnchorGrid strives to maintain a culture and practice of deep listening

What We Offer

- The chance to join a vertical AI company on the ground floor
- The opportunity to impact the \$2.1T construction industry with an early stage team
- A competitive compensation package including salary and early stage equity

To Apply: Send your resume and a brief note about your past experience supporting a sales pipeline to [careers@getanchorgrid.com].

AnchorGrid - Pre-construction Intelligence

<https://getanchorgrid.com>

AnchorGrid is an equal opportunity employer. We value diversity and are committed to creating an inclusive environment for all employees.