

## **JOB DESCRIPTION**

**JOB TITLE:** Marketing Coordinator

**DEPARTMENT:** Office / Marketing

**REPORTS TO:** Sam Lang, Vice President

**EFFECTIVE DATE:** 3/19/2024

**SUMMARY:** Administer, coordinate, and execute marketing projects and activities.

### **DUTIES AND RESPONSIBILITIES:**

- Assist in development and execution of marketing strategies and objectives. Coordinate marketing activities with line of business, market and product leaders
- Assist in development and maintenance of marketing budgets and usage.
- Develop and coordinate production of marketing and promotional materials and programs including but not limited to print, electronic media, trade show, direct mail, and signage.
- Maintain and develop product information in the company system. This includes but is not limited to: Adding and editing item descriptions, technical information, images, documents, and prices and costs.
- Maintain and develop customer and vendor information in the company's system.
- Maintain and develop designs for company forms, labels, and more.
- Assist with newsletter, direct mail, advertising, and catalog editing and proofreading.
- Assist with ad contracts and placement.
- Conduct market research and competitive analysis; prepares reports as needed.
- Monitor profitability and performance of existing products and services.
- Attend conventions, conferences, and trade shows as needed; prepare post-event reports and analysis.
- Assist with development of support materials, such as talking points, proposals, and presentations.
- Organize and develop the layout of certain building facilities, such as the Will Call room, for better presentation to customers and to increase counter sales.
- Coordinate involvement in community organizations and events, including speech writing assistance.
- Perform these and any other duties assigned to them as permissible by law.

### **QUALIFICATIONS:**

- Bachelor's degree (B.A.) or equivalent in related field.
- Commitment to excellence and high standards.
- Excellent written and oral communication skills, with a demonstrated ability to write compelling and effective copy.
- Acute attention to detail.
- Ability to work independently and as a member of a team.
- Good judgement with the ability to make timely and sound decisions.
- Ability to direct and recommend cost-effective creative solutions.
- Ability to work on complex projects with general direction and minimal guidance.
- Versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm.
- Excellent presentation skills.
- Proficiency in graphic design and social media savvy.

- Proficiency with Microsoft Office programs (especially Excel, Word, and Outlook)
- Professional knowledge and experience with all standards and tools for marketing content delivery.
- Ability to successfully collaborate with all internal and external partners.
- Detail-oriented with outstanding organization, communication, time management and project management skills.
- Demonstrated success and comfort in working in a very fast-paced environment and ability to handle multiple projects while meeting deadlines.
- Demonstrated ability to work cross-functionally and interact with all levels of management.

## COMPETENCIES:

- **Design** - Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- **Business Acumen** - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.
- **Strategic Thinking** - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Quality** - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- **Quantity** - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
- **Adaptability** - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- **Attendance/Punctuality** - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
- **Dependability** - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
- **Innovation** - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

## PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- Occasionally required to stand
- Occasionally required to walk
- Continually required to sit
- Continually required to utilize hand and finger dexterity
- Occasionally required to climb, balance, bend, stoop, kneel or crawl
- Frequently required to talk or hear
- Continually utilize visual acuity to use a keyboard and/or read technical information
- Occasionally required to lift/push/carry items up to 50 pounds
- Occasionally work near moving mechanical parts
- Occasionally work in high, precarious places
- Occasionally exposed to outside weather conditions
- Occasionally exposed to loud noises (such as from machinery)

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*The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**Benefits include:**

- Health insurance
  - PPO through United Healthcare
  - 100% premiums paid for Employee Only (EO), Employee + Spouse (ES), Employee + Children (EC). 75% of premiums paid for Employee Family (EF).
- Health Savings Account (HSA) with company contribution
  - \$75 monthly contribution by company for EO, \$150 contribution for ES, EC, & EF
- Dental insurance
  - 75% premiums paid by company for basic plan. Same contribution (in dollars) for advanced plan.
- Vision insurance
  - 75% premiums paid by company
- Life insurance (\$25k)
  - Paid by company
- Short-term and long-term disability insurance
  - Paid by company
- 401(k) with up to 3.5% company match
- Paid time off
- Paid meal and rest breaks
- Company gym and basketball court