

Marketing Coordinator

Department: Marketing

Reports To: Zach Hussion

Created Date: 8/29/22

Job Summary: The Marketing Coordinator assists the Director of Marketing & Inside Sales with developing and executing strategic marketing, branding and lead generation initiatives. An ideal candidate will have attention to detail, good communication skills and the ability to juggle multiple tasks on sometimes short deadlines.

Duties and Responsibilities:

- Support the Marketing Director in evaluating and establishing the marketing plan and strategy.
- Communicate campaign objectives, timelines, and deliverables to sales team, and provide instructions for use or promotion.
- Plan and manage meetings, events, conferences, and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists.
- Assist with developing sales support materials/collateral.
- Assist with developing, coordinating and executing a content calendar.
- Setup tracking systems for marketing campaigns and online activities.
- Create, maintain and strengthen the organization's overall brand through all media avenues.
- Prepares marketing reports by collecting, analyzing, and summarizing sales & marketing data.
- Create, proofread, and edit copy for various marketing channels, ensuring consistent voice.
- Assist with maintaining the Simcona brand guidelines.
- Assist with managing vendor relationships with external vendors to ensure high-quality and timely execution of marketing programs, and to ensure competitiveness.
- Support the ongoing development of the Simcona website and ecommerce platform including inventory management and global part number mapping.
- Performs other duties as assigned.

Experience & Education Required: Candidates must have Bachelor's Degree from an accredited institution in related field; and/or minimum of 3 years equivalent experience; or equivalent combination of educations and experience.

Knowledge & Skills Required: Highly proficient in Microsoft Word, Excel, Outlook. Strong written and verbal communication skills. Good attention to detail and organizational skills. Experience with WordPress, Google Ads, Google Analytics, LinkedIn, Salesforce, Microsoft Dynamics, HubSpot (or any other CRM) is a plus!

Confidentiality: The Marketing Coordinator has access to confidential company information relating to vendor/customer relationships, products, organizational growth strategies and company strategic plans. A high degree of confidentiality is required.

Management Responsibility: The Marketing Coordinator is an individual contributor role that operates under the general direction of the Director of Marketing & Inside Sales within established policies and guidelines.

Work Environment: The majority of time is spent in an office environment sitting at a desk and operating a phone and personal computer. Ability to operate standard office equipment (phone, fax, computer, etc.) is required. This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the incumbent. Duties, responsibilities, and activity may change, or new ones may be assigned at any time with or without notice.

I have read and understand the job requirements, responsibilities and expectations set forth in the job description provided for my position.

Employee

Date

For Office Use Only:

FLSA Status: Non-Exempt Exempt classification: _____

Job Code: _____ **EEO Code:** _____ **WC Code:** _____

Approved By: _____ **Date:** ____/____/____