



## Marketing Coordinator

### Job Summary

We are seeking a highly motivated analytical marketing professional to join our team. Our dynamic work environment and exciting eye for growth present a terrific opportunity for someone to make a significant contribution in a highly visible capacity within our business.

This individual will assist in all the marketing activities to help maintain and develop sales. Responsibilities include assisting marketing management with communications, media, and advertising materials to effectively represent the company's products to customers. Applicants must have well developed communication, presentation, computer, and organization skills.

### Essential Functions:

1. Track the success of current campaigns
2. Assist in the execution of the marketing plan and respond to internal and external requests for marketing support
3. Support the implementation of advertising and promotion campaigns
4. Coordinates multimedia material including catalogs, postcards, product data sheets, and other promotional materials
5. Conduct assigned research projects on competitors and the industry in general
6. Develops draft advertising text and layouts as part of campaign materials and presents to manager for review and approval.
7. Work with various vendors to create campaign material
8. Produces required reports, summaries, and recommendations as requested by Management
9. Generate new leads through various avenues including catalogs, the Internet, and trade shows
10. Contribute creatively and use sound judgment

### Qualifications

1. Familiarity with design applications
2. Industry experience a plus
3. Bachelor's degree in Marketing or related field preferred
4. Two to four years of experience required