

MARKETING COORDINATOR

POSITION SUMMARY

The Marketing Coordinator is responsible for facilitating effective communication between the organization and its customers, vendors, employees, and the greater community. You will work with the Director of Marketing, Marketing Communications Specialist, and a variety of cross-functional teams to gather and create copy for internal and external audiences such as; promotional flyers, presentations, newsletters, and more. Understanding how to target messaging to specific audience segments while supporting company goals and demonstrating effective communication will be an essential part of this job. You may also be asked to use business acumen and analysis skills to evaluate communication analytics and recommend cost-effective vendors/tools to meet company communication or other marketing objectives.

ESSENTIAL FUNCTIONS

- Collaborate with internal and external contributors to produce content for marketing programs, website, social media, e-commerce platform, presentations, etc.
- Design and implement B2B digital, social, and direct marketing campaigns
- Set-up systems for tracking online marketing activities utilizing Google Analytics and other digital platforms
- Contribute to the development of external and internal websites
- Assist with digital presence and social media, and actively seek and promote opportunities to enhance digital presence
- Work within email marketing platform to build, send, and track digital campaigns to customers in varying locations and segments
- Utilize company CRM to maintain customer contact database, and provide reporting when needed
- Assist with marketing team programs such as customer loyalty program, print on demand system, and merchandising fulfillment
- Assist with event coordination and other administrative duties

QUALIFICATIONS/REQUIREMENTS

- Bachelor's Degree Required; Marketing, Business, Journalism, English, or related field of study preferred
- 1-2 to years' experience in communication, public relations, social media, or marketing coordination in a B2B corporate or agency setting
- Experience with social media platforms to achieve business objectives
- Experience with email marketing platforms such as Constant Contact, Emma, MailChimp, Campaign Monitor, or Drip
- Experience with Marketing Automation platforms and/or CRMs a plus, but not required
- Proficiency in Microsoft Office Suite
- Willingness and ability to learn quickly and to seek understanding when required
- We're a fun and highly interactive team – bring a positive attitude and an inquiring mind, and you'll fit right in!