

<b>Job Title:</b>	<b>Marketing Coordinator</b>
<b>Position Type :</b>	<b>Full-time</b>
<b>Job Description</b>	
<p><b><u>Job Purpose</u></b></p> <p>Develop and implement a strategic marketing plan. Responsible for analyzing the company’s current marketing strategy and materials, and designing, creating, and delivering marketing programs to support the company growth. Stay abreast of changes in the marketing environment to best serve the objectives of the organization and assist in providing further company growth through market awareness. A wide degree of creativity and latitude is expected. Coordinates and implements marketing projects with responsibilities including public relations, advertising, creating brand awareness, creating marketing materials, and website management.</p> <p><b><u>Direct Supervision Received and Exercised</u></b></p> <p>Reports to Director of National Accounts.</p> <p><b><u>Duties</u></b></p> <ul style="list-style-type: none"> <li>• Creating an overall marketing strategy</li> <li>• Create marketing materials for dissemination to Clients through mail, email, and face-to-face meetings (postcards, handouts, fliers, blast emails, etc.)</li> <li>• Support tradeshow materials (handouts, giveaways, booth signage, etc.)</li> <li>• Website optimization and updates</li> <li>• Create mass emailing materials</li> <li>• Assist sales department with business research and lead generation</li> <li>• Assist in planning multimedia marketing</li> <li>• Duties of Inventory Specialist and Field Lead, as needed</li> <li>• Weekend and evening work may be required</li> <li>• Contributes to team effort by accomplishing related results, as needed</li> <li>• Other duties assigned by Asset Services management</li> </ul> <p><b><u>Skills/Qualifications</u></b></p> <p><b>Ability to:</b></p> <ul style="list-style-type: none"> <li>• Operate a computer, use email and internet, efficiently; accurately enter and manage data by using proficient keyboard skills</li> <li>• Willingly work in a variety of environments, including but not limited to offices, healthcare facilities, educational organizations, and manufacturing facilities; travel, as needed</li> <li>• Communicate clearly and concisely, both verbally and in writing; demonstrate active listening skills</li> <li>• Think critically, use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems; utilize good</li> </ul>	

judgment in decision making

- Ability to effectively work independently in a fast paced office environment while establishing and maintaining effective working relationships
- Focus on detail and accuracy
- Utilize organizational and planning skills
- Prioritize, organize, and manage multiple projects and responsibilities
- Employ exceptional customer service with a positive and professional manner
- Easily adapt to a variety of changes in projects or situations
- Protect organization's value by keeping information confidential
- Deal with a wide variety of people on various issues
- Promote oneself, and Asset Services, with a professional appearance and manner
- Properly and responsibly use corporate credit card
- Contribute, in any capacity, to the success of the company

### **Experience and Training Guidelines**

#### **Education and/or experience:**

Bachelor's degree in Marketing or Business Administration, or related field; 5 to 15 years of experience in any marketing or support capacity; or any equivalent combination of education, experience, and training which provides the required knowledge, skills, and abilities which may include a high school diploma.

#### **License or Certification:**

Possession of a valid driver's license and proof of liability insurance.

### **Working Conditions**

#### **Environmental Conditions:**

Office environment; exposure to computer screens; some travel required.

When working in the field, projects may require working in medical environments, near manufacturing equipment, or outdoors, including rooftops.

#### **Physical Conditions:**

Essential and other important responsibilities and duties require maintaining physical condition necessary for walking, standing, and sitting for prolonged periods of time; may be required to push, lift, and/or carry light to moderate objects (50 lbs.), pull, bend, climb, crawl, kneel, reach overhead, and stoop; finger dexterity is essential.

Maintain mental capacity that permits making sound judgments regarding work and have regular attendance.

**Must also pass a post-offer drug screening, criminal background search, national sex offender search, and other appropriate testing and requirements.**