

### **Summary:**

Coordinate all areas of marketing to increase overall company sales. Marketing Coordinator will work closely with senior management to implement marketing plan and coordinate all sales & marketing support (i.e. sales collateral, sponsorships, social media marketing, website presence, brand promotion and event/sponsorship coordination). Must provide excellent external and internal customer service. Responsible for determining and achieving department goals, and working toward personal and professional growth, while supporting the staff and company.

### **Education / Experience:**

- Bachelor's degree in business, communications or marketing
- 2-5 years experience in marketing or sales related positions
- Experience in IT or the telecommunication industry is valued

### **Required Skills:**

- Strong organizational skills
- Strong project management skills
- Strong administrative skills
- Strong professional presentation skills and presence
- Proficient and outgoing communicator of marketing direction and brand essence
- Strong Microsoft Office skills
- Excellent problem solving skills with a positive, action oriented attitude
- Strong commitment to customer service and teamwork
- Demonstrates creative thinking and design skills

### **Expectations:**

- Ability to successfully communicate with co-workers
- Ability to multi-task and meet deadlines

- Ability to prioritize and satisfy multiple management requests in a timely and successful fashion
- Ability to develop and train others on procedures for core components of the position
- Strong organizational skills

**Function / Corresponding Tasks:**

**Execute companywide marketing initiatives and maintain a consistent brand.**

- Understand overall business operations and industry. Maintain strong internal relationships especially with sales teams, in order to serve them and help achieve sales and profit goals.
- Coordinate annual marketing plan meeting(s) for and with Sales Manager and senior management team.
  - Assure marketing plan documents are updated
  - Communicate the plan through the company
- Utilize partnerships to support sales goals.
  - Maintain and grow the SolidIT business in targeted school districts.
  - Develop and promote SolidIT to business partners.
- Oversee the company image especially through uniformity of logo.
  - Assure logo integrity and uniformity image in all printed, sales, marketing or presentation pieces and in public media.
- Maintain a marketing calendar with weekly, monthly and annually occurring projects, activities and outputs with production timelines clearly outlined.
- Responsible for marketing-related budgets including outside vendors, printing, promotion, events, etc.

**Manage and coordinate marketing initiatives on behalf of the company.**

- Online
  - Website maintenance and development
  - Manage website vendor; set goals; assure project completion; meet deadlines
  - Explore social media presence to increase brand awareness
  - Explore the development of a blog as an archival of company history and information
  - Email Marketing – establish a look & feel; execute consistently
- Sales Collateral

- Oversee printed marketing and promotional piece production to support sales, marketing and company promotional objectives.
  - Produce printed pieces; direct project; establish and meet deadlines.
  - Obtain or produce promotional items and maintain adequate inventory.
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- Company Events and Initiatives
    - Act as event coordinator for many sales and customer events such as customer tours, customer education days, BBQs, etc.
    - Provide marketing support to trade show events (booth elements, booth design, show promotions and giveaways, uniforms, etc.)
    - Respond to internal marketing requests such as career fair materials, event signs, community support ads, etc.