

Marketing Coordinator

Objectives of this role

Responsibilities

- Conduct research of market trends, customer behavior, and competitor landscape, and prepare reports by analyzing and summarizing data.
- Support the marketing director in establishing and evaluating marketing strategy by assembling sales forecasts, setting objectives, organizing promotional presentations, and updating calendars.
- Communicate campaign objectives, timelines, and deliverables to sales team, and provide instructions for usage and promotion.
- Plan meetings, events, conferences, and trade shows by identifying requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists.
- Maintain inventory of sales support materials, ensuring all are current and accurate, and coordinate the creation of new materials when necessary.
- Continually seek new sources of prospective customer data and provide recommendations to sales and marketing leadership.

Required skills and qualifications.

- Experience in marketing coordination or similar role
- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Experience using data analytics software for research.
- Excellent communication and presentation skills

Preferred skills and qualifications

- Bachelor's degree (or equivalent) in marketing, advertising, or communications
- Familiarity with content management systems (CMS) and customer relationship management (CRM) tools
- Working knowledge of HTML and design and email software
- Experience in budgeting and forecasting