



<b>Position Title:</b> Marketing Coordinator	<b>Immediate Supervisor Title:</b> Manager of Product Marketing
<b>Department:</b> Marketing	<b>Location:</b> New Kensington
FLSA Status:   __ Exempt _X_ Non-Exempt	Grade:

#### **Brief Summary of Position Purpose:**

The Marketing Coordinator will work closely with the Manager of Product Marketing to support day-to-day activities of the department. Qualified candidates must exhibit a results-orientated mentality and the ability to communicate information and ideas effectively. Flexibility, adaptability and the ability to learn quickly in various technical and creative environments, while delivering quality work within tight deadlines, are key attributes of this position.

#### **Essential Functions:**

- Works closely with vendors to execute the print buying process from start to finish
- Liaison between inter-office departments and creative team to execute needed projects
- Responsible for managing lead generation and content marketing initiatives, including: email marketing and writing for the company blog
- Grow presence and reviews on relevant industry websites
- Manage social media channels, including community management and customer reviews
- Research and work with influencers to increase brand awareness and sales
- Monitor competitive landscape and report on market trends

#### **Education/Training/Certifications:**

- Bachelor's Degree in Marketing, Business or Journalism

#### **Experience:**

- A minimum of 3 years of experience working within a design firm or other creative team environment with a focus on B2B marketing



**Required Skill Sets: (e.g., computer skills, communications, math, etc.)**

- Strong, professional and effective verbal / written / interpersonal communication skills
- Knowledge of creative and production functions to ensure accurate timelines are established and met
- Self-motivated with critical attention to detail, deadlines and reporting
- Ability to adapt well to change in direction and priority in a fast-paced environment
- High degree of proficiency in MS Office Suite, Outlook & Internet applications
- Strong analytical, prioritizing, interpersonal, problem-solving, and presentation skills
- Ability to operate independently while establishing strong working relationships with co-workers and cross-functional teams
- Ability to foster a positive and motivating work environment, encouraging feedback and innovation

**Physical Demands: (e.g., lifting, travel, etc.)**

- Position requires concentration, accuracy, and focused mental effort
- Works in normal office environment
- Regularly required to sit; occasionally walk, stand, reach and bend; talk, hear and see; use hands and fingers, handle or feel objects; lift, push and pull less than five (5) pounds; occasionally lift, carry, push, or pull up to 20 pounds
- May travel domestically and internationally as business needs require
- May have occasional exposure to a manufacturing plant floor in a clean and relatively low noise environment.

Pursuant to the Americans with Disabilities Act (ADA), reasonable accommodations may be made to enable qualified individuals to perform the essential functions of this job. AA/EEO/M/F/D/V