JOB DESCRIPTION

| **Title** | CUSTOMER SERVICE COORDINATOR | | |
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| **Reports To** |  | | |

**Job Purpose**

The **Customer Service Coordinator** takes part in [Organization Name]'s marketing campaigns. They are primarily in charge of conducting market research, creating promotional materials, and analyzing sales data.

The ideal Customer Service Coordinatorcan interpret customer behavior and propose innovative ways to raise brand awareness. This position will ensure that [Organization Name]'s marketing efforts help achieve our short- and long-term business objectives.

**Duties and Responsibilities**

* Develop and implement marketing and advertising campaigns to market products.
* Track sales data, keep track of promotional materials inventory, plan meetings and trade shows, manage databases, and write reports.
* Assemble and analyze sales forecasts; develop marketing and advertising strategies, plans, and objectives; plan and organize promotional presentations; and update calendars.
* Analyze and enter sales, expense, and new business data to track product line sales and costs.
* Collect, analyze, and summarize sales data to create marketing reports.
* Coordinate requirements with the graphics department, inventories stock, places orders, and verifies receipt to keep promotional materials ready.
* Provide sales personnel with sales data, market trends, forecasts, account analyses, and new product information.
* Maintain research databases and conduct competitive product research by identifying and evaluating product characteristics, market share, pricing, and advertising.
* Establish contacts, develop schedules and assignments, and coordinate mailing lists to plan meetings and trade shows.
* Monitor budgets by comparing and analyzing actual results with plans and forecasts.
* Participate in educational opportunities and read trade publications to keep job knowledge up to date.
* Accomplish organizational goals by taking ownership of new and different requests.
* Additional related duties as assigned.

**Qualifications**

* Bachelor's or Master's degree in marketing or a closely related field
* Working experience in digital marketing, preferably in the same industry
* Experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns is required
* Track record of identifying target audiences and developing digital campaigns that engage, inform, and motivate
* Excellent understanding of website and marketing analytics tools
* Working knowledge of ad serving tools
* PPC campaign setup and optimization experience on all major search engines.

**Core Competencies**

* Communication abilities that are professional, assertive, and clear (verbal and written)
* Outstanding organizational and time management abilities
* Excellent organizational and time management skills
* Excellent research and problem-solving skills
* Knowledge of applicable industry regulations
* Capable of independently prioritizing work

**Working Conditions**

* This position is set in an office/WFH/hybrid setting.
* Overtime may be required.
* Working hours are generally from <insert time> to <insert time>
* Extended periods of standing/sitting.
* This position is subjected to high pressure due to work volume, and goals, an overall fast paced environment.