JOB DESCRIPTION

| **Title** | MARKETING COORDINATOR |
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| **Reports To**  | [INSERT TITLE]  |

**Job Purpose**

The Marketing Coordinator serves as the marketing manager's right-hand, monitoring the market, industry trends, and the competitive landscape while assisting to plan and implement marketing, branding, and advertising strategies for [Organization Name].

On a daily basis, the Marketing Coordinator may draft reports, create or organize content, track outcomes, cultivate relationships with sales teams, and support all marketing strategies in other manners. The Marketing Coordinator often serves as a conduit joining the sales team and the marketing team together.

**Duties and Responsibilities**

* Strategize and implement marketing plans and actions.
* Publish, broadcast, and post information online as part of marketing strategies.
* Work with the marketing and design teams to create customized advertising campaigns and to assist in the coordination and collection of materials.
* Make use of monitoring technology to monitor internet activities and marketing campaigns.
* Investigate the market to discover new prospects for marketing, and then approach the media to secure coverage.
* Direct all advertising efforts to the most effective mediums available.
* Plan, implement, and oversee the company's whole communication infrastructure.
* Develop, maintain, and strengthen [Organization Name] across all media.
* Create user-friendly concepts that organize and streamline service offerings.
* Manage print and other promotional vendors, including printers.
* Help break down graphs, charts, other visual aids, and complex data into simpler forms that are easier to understand.
* Additional related duties as assigned.

 **Qualifications**

* Bachelor's degree in marketing or communications is required.
* X years of experience in content management, creative writing, advertising concepts, and media agreements.
* Ability to use content management systems effectively (CMS).
* Expertise in Photoshop and other web-editing programs.
* Expertise in marketing automation software for electronic marketing.
* Excellence in marketing tactics, channels, and branding.

 **Core Competencies**

* Ability to build relationships with clients and internal departments.
* Excellent verbal and written communication skills.
* Excellent organizational and time management skills.
* Excellent research and problem-solving skills.
* Knowledge of applicable industry regulations.
* Project management, multitasking, and decision-making abilities are essential.
* An eye for originality and a mind for metrics; a marketing mind with a creative streak.

 **Working Conditions**

* [INSERT WORK HOURS/HOURS PER WEEK]
* Overtime hours may be required.
* Some travel may be required.
* Tasks may require long periods of sitting.