



2740 Airport Dr., Suite 300  
Columbus, Ohio 43219

**Job Title:** Marketing Coordinator

**Status:** Full Time

**Reports to:** Director of Sales & Marketing

## Job Summary

The Marketing Coordinator will be responsible for providing support to sales and marketing team through administrative tasks. The Marketing Coordinator must have a proven track record in sales and marketing, be extremely detail oriented, and able to work in a fast-paced environment. The position will report to the Director of Sales and Marketing.

## Essential Job Responsibilities

### **Include the following. Other assignments, projects, and duties may be required:**

- Assist Director of Sales and Marketing with administrative tasks; such as document creation, communication, marketing collateral, emails, phone calls, status updates and more.
- Sends out marketing email blasts as instructed by Director of Sales and Marketing.
- Research for levies, grant awards, and news publications for information regarding possible projects to help in targeting leads.
- Develops call lists as instructed by Director of Sales and Marketing.
- Assists in developing marketing collateral.
- Keeps inventory of marketing collateral and swag items.
- Sends out marketing swag boxes to potential clients as directed by the Account Manager.
- Supports Account Managers with follow-ups with potential or current clients.
- Assists account managers with entering data for leads into HubSpot.
- Assists in creating content and will be responsible for sending out monthly newsletter to clients via email.
- Manage content for all company related social media platforms on a regular basis

***\*Other duties as assigned may be established that are not outlined in this job description\****

### **Job Skills & Qualifications**

- Bachelor's degree in Business Administration, Marketing, or equivalent field experience
- Minimum of 1-3 years Administrative and/or Coordinator experience
- Intermediate knowledge of Microsoft Word, Microsoft Excel and other Microsoft Office programs
- Experience in marketing and sales highly preferred
- Excellent verbal and written communication skills.
- Ability to multi-task and coordinate numerous projects at once.

- Extremely organized and detailed.
- Ability to type 55+ words per minute (WPM).
- Must be willing to work past core business hours periodically to meet deadlines when necessary.
- Must be able to work effectively as a member of a team

### **Working Conditions**

- Ability to work full-time (8am – 5pm).
- Time is spent in an office environment
- Must be able to work in high pressure situations facing strict deadlines.
- Must be able to lift up-to 25 pounds.

### **Compensation**

- Salary Exempt role

### **Direct Reports**

- No Direct Reports

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle, or feel; and reach with hands and arms. The employee is occasionally required to climb or balance, stoop, kneel, crouch, and taste or smell. The employee will need the ability to lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception, peripheral vision, and ability to adjust and focus.

**DISCLAIMER:** This is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed as assigned.