

Marketing Coordinator

The primary objective of the Marketing Coordinator is to ensure the timely and accurate production and delivery of marketing content for the website, social media, print & web advertising, and marketing related communications that leverages the company's capabilities. This is achieved by developing and maintaining the Marketing Schedule and Budgets and driving Marketing KPI's to achieve company goals and the strategic plan.

Responsibilities:

- Support the marketing function by scheduling, creating and organizing website content.
- Work with the Graphic Design Team to help deliver content that meets company goals.
- Coordinate and manage the meeting agenda and minutes of the Marketing Team.
- Monitor and maintain the annual marketing budget.
- Manage and implement the company marketing strategy through Pardot.
- Receive, assign, track and monitor sales leads from phone and website.
- Develop, implement and track company marketing initiatives.
- Create content and manage the bi-weekly DD Newsletter.
- Send Thank You cards to all customers as they are invoiced for projects.
- Create and coordinate company developed marketing videos.
- Communicates closely with the President, the Director of Sales Operations, and the Marketing Team as needed to realize department and company goals.
- Communicates clearly and professionally with others inside and outside the company.
- Joins GEMBA once a week to see content opportunities and learn more about what we do.
- Accomplish organization goals by accepting ownership for accomplishing new and different requests, exploring opportunities to add value to job accomplishments.

Skills: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required.

- Currently holds a Bachelor's Degree in Marketing, Advertising or Communications OR graduating in Spring of 2019 with Bachelor's Degree in Marketing, Advertising or Communications
- Internship experience
- Sense of urgency
- Possess (or work to attain) a CIM certification or similar industry certification
- Motivated and able to work with minimal supervision
- Exceptional verbal and written communication skills
- Ability to react calmly to changing situations



- Ability to work independently and within a team environment
- Ability to manage multiple tasks/projects in a fast-paced environment
- Excellent organizational skills and strong attention to detail
- Strong math skills
- Comprehensive understanding of social media metrics, strategy and best practices
- Ability to apply common sense understanding to carry out instructions furnished in written, oral or diagram form
- Computer proficient. Knowledge of: Microsoft Office Word, Excel and internet research
- Videography experience or willingness to learn videography techniques and best practices through courses and other trainings.

Please submit your resume to our Human Resources Manager, Joe Pellerin at jpellerin@poyantsigns.com.