



Corporate Office
125 Samuel Barnet Boulevard
New Bedford, MA 02745

Job Title: Marketing Coordinator

Location: Home Office

Reports To: President

FLSA Status: Hourly

Date: 5/1/18

Summary: 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, marketing related communications that leverages the company's capabilities. This is accomplished by developing and maintaining the Marketing Schedule and Budgets and driving Marketing KPI's to achieve company goals and strategic plan.

Essential Duties and 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 opps 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

Requirements: 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.

- Bachelor's Degree in Marketing, Advertising or Communications
- Internship experience



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- Sense of urgency
- Possess (or work to attain) a CIM certification of 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.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Signatures

This job description has been approved by all levels of management:

Department Manager _____ Date _____

HR Manager _____ Date _____

President _____ Date _____

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee _____ Date _____