



Job Description

Job Title: Marketing Coordinator
Reports To: Head of Marketing
FLSA Status: Exempt
Department: Marketing

Summary: Assists Head of Marketing with the implementation of annual marketing plan. Coordinates trade show activity and provides assistance to execute key distributor co-op marketing campaigns. Monitors and tracks all marketing related expenses. Creates and edits content for a variety of marketing materials including corporate website, digital outreach and product brochures.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Become “go-to person” for all company trade show and distributor/industry related events. Coordinates all activity for trade shows and events from reserving booth space to overseeing booth management at event and tracking return of show materials. Ensures success of events and professional representation of brand.
- Works with Head of Marketing and external advertising agency to contribute creatively to ongoing projects, tracking key milestones and project completion.
- Communicates regularly with key sales distribution partners to execute co-op marketing campaigns; monitors and tracks activity, provides product related content and tracks proof of campaign performance.
- Tracks and maintains inventory levels of promotional marketing materials, product demo units and brochures. Places orders when necessary for replacement and fulfillment. Distributes marketing materials to outside sales network as necessary.
- Drafts content for digital marketing outreach and inclusion in marketing materials, incorporates technical copy and product images into product highlights. Performs outreach efforts for product inclusion in industry publications.
- Coordinates and tracks all marketing related expenses within marketing budget. Reviews incoming invoices and processes for approval.
- Monitors marketing automation campaigns. Tracks incoming lead activity, analyzes and makes recommendations for future campaign improvements.

Qualifications:

Great opportunity to learn and grow for a detail-oriented, high energy marketing professional. Ideal candidate will have the ability to multi-task and pay close attention to detail with the flexibility to creatively go above and beyond typical requirements.

The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

Bachelor's degree in Marketing, Business, or Communications; and 2-4 years' experience in a marketing coordinator position. 1-2 years' experience coordinating and planning tradeshow and/or marketing events. Experience writing product related content. Technology or Electromechanical Industry experience a plus.

Skill Set:

Proven success working in a fast-paced, growing company; technology industry a plus. Excellent written and verbal communication skills. Team player with great interpersonal skills and the ability to drive projects to meet timelines. Ability to multi-task, prioritize and willingness to assist on projects of all levels. Proficient in Microsoft Word, Excel, PowerPoint. Capability to interact within Customer Relationship Management (CRM) systems is preferred.

Certificates and Licenses:

No certifications needed

Supervisory Responsibilities:

This job has no supervisory responsibilities.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. Position requires out of state travel up to 20% of the time.

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.

The position requires the ability to: Sit up to 50% of the time; employee is regularly required to use hands and fingers to handle, feel, or operate objects, tools or controls, and reach with hands and arms. The employee is frequently required to stand, talk and hear.

Acknowledgments:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

TO APPLY: Send cover letter and resume to kkahm@nkkswitches.com