



POSITION GUIDE

Position Title: Marketing Coordinator

Code:

Department: Executive Director's Office

Group: Act 93

Reports to: Program Director for Development

Date: December 2011

PURPOSE OF POSITION:

Markets products by developing and implementing marketing and advertising campaigns; tracking sales data; maintaining promotional materials inventory; planning meetings and trade shows; maintaining databases; and preparing reports.

ESSENTIAL FUNCTIONS:

All job functions are to be executed through the lens of high quality customer service. Customers are defined as both internal and external clients. Examples demonstrative of high quality service may include, but are not limited to, the following:

- ***prompt responsiveness to inquiries***
 - ***professional and courteous verbal and nonverbal communication***
 - ***proactive problem solving***
1. Implements marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating calendars.
 2. Tracks product line sales and costs by analyzing and entering sales, expense, and new business data.
 3. Prepares enterprise level marketing reports by collecting, analyzing, and summarizing sales data across all strategic business units.
 4. Keep promotional materials ready by coordinating requirements with graphics department; inventorying stock; placing orders; and verifying the timely receipt of marketing materials.
 5. Supports strategic business unit sales staff by providing sales data, market trends, forecasts, account analyses, new product information; relaying customer services requests and vetting external marketing consultants.
 6. Supports strategic business unit staff in researching competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.
 7. Participates in SBU meetings and coordinates trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.
 8. Analyzes marketing budgets by comparing and analyzing actual results with plans and forecasts.

9. Conducts ongoing market research to identify target markets and appropriate marketing strategies for each market segment.
10. Accomplishes organization goals by accepting ownership for enterprise level marketing efforts; exploring opportunities to add value to SBU marketing efforts, and working collaboratively with internal and external staff.
11. Other duties as assigned by the Program Director for Development.

MARGINAL FUNCTIONS:

Marginal Function will vary with the specified assignment and depend on the particular unit function for which the person is responsible.

KNOWLEDGE & SKILL REQUIREMENTS:

Education: Bachelor's degree in Marketing; MBA preferred

Skills: The successful applicant will have experience with direct marketing, market segmentation, marketing research, coordination, project management, reporting research results, understanding the customer, process improvement, initiative, planning, and financial management.

MISCELLANEOUS REQUIREMENTS:

Adheres to the established work schedule through regular and consistent attendance.

SUPERVISION OF PERSONNEL:

N/A

PHYSICAL/MENTAL/ENVIRONMENT:

Physical Demands:

Activities: Sit: 50%
Walk/stand: 25%
Driving to other locations: 25%

Lifting: Up to 20 lbs. - Lifting of light boxes and office material (unless otherwise noted below)

Vision: Close concentration

Mental Demands: Interpret, analyze and problem solve

Environment: Fast paced office environment often with frequent interruptions. Basic understanding of public education.